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COMMERCIAL DELIVERY GUIDELINES

2021



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1 INTRODUCTION

1.1 INTRODUCTION TO THE COMMERCIAL DELIVERY GUIDELINES

This new document, the Commercial Delivery Guidelines (CDG), has been introduced to administer commercial operations for this Competition.

The purpose of the CDG is to inform Participating Clubs of the commercial concept for the Competition and their role in the facilitation of AFC commercial rights on-Venue, in partnership with the Asian Football Confederation (AFC) and Football Marketing Asia (FMA).

This document has been designed to provide Host Organisations with a useful tool that can be their first point of reference for commercial queries.

The CDG will be updated and issued annually by AFC in consultation with FMA, and should be read in conjunction with the AFC Competition Operations Manual, Competition Regulations, as well as other official AFC documents and circulars. The CDG will be the prevailing document in regard to commercial activities and operations.

The guidelines enclosed within this document deal with all Matches up to, but not including, the Final Matches. Information regarding commercial operations for the Finals will be issued in advance to the Finalists.

Document Details

Document Name	Version	Publication Date
Commercial Delivery Guidelines - 2021 AFC Champions League	1	February 2021

User Guide

The CDG has been produced as a searchable PDF for reading on-screen. Sections may be navigated to quickly using the bookmarks panel within the PDF reader, and clicking on any content in the Table of Contents will also take you directly to that topic.

When printing multiple pages, or if printing the entire CDG, it is suggested that it is printed two pages to a sheet.

Terminology

A glossary has been provided at the end of this document for reader reference. This glossary does not cover standard AFC or football terminology but instead serves to explain any new words or phrases introduced in this document, and to define commonly used acronyms. All acronyms have also been written in full however, the

first time they appear within the CDG.

Time Representations

Matchday Minus (-) or Plus (+)

The CDG employs the use of the Matchday minus X number of days (MD-X) time representation to denote a specific day **prior** to Matchday, for example:

- MD-1 is the day prior to Matchday
- MD-14 is 14 days prior to Matchday etc.

The same principle is used to indicate a number of days **after** Matchday, for example:

- MD+1 is the day after Matchday
- MD+2 is two days after Matchday

Kick-Off Minus (-) or Plus (+)

Kick-off minus or plus X minutes (KO-X' or KO+X') is used to indicate the number of minutes before or after Match Kick-off, where X followed by an apostrophe (') represents the number of minutes. For example:

- KO-130' is 130 minutes prior to Kick-off
- KO-5' is five (5) minutes prior to Kick-off
- KO+15 is 15 minutes after the Match has started

Half-time and Full-time

The same system is used to indicate minutes before or after Half-time and Full-time e.g. HT-10' is 10 minutes before Half-time and FT+10' is 10 minutes after the Full-time whistle.

1.2 COVID-19 CONSIDERATIONS

To accommodate the implications of COVID-19 on the 2021 Competition schedule, this document provides operational guidelines for the delivery of AFC Commercial Partner rights at Matches played both in a centralised format, where one or more phases of the Competition is played in a central location, and the regular Home & Away format.

Where operations differ between formats, these will be clearly identified. Where no changes are noted, the guidelines apply to both the centralised and Home & Away format.

Whilst this document is current at the time of publication, the ongoing uncertainty caused by the COVID-19 pandemic may mean that these guidelines need adjustment from time to time, and the Host Organisation will be notified accordingly.

1.3 INTRODUCTION TO FOOTBALL MARKETING ASIA

The AFC have appointed FMA as their exclusive Commercial Rights Partner for the new rights cycle, commencing from 2021.

Headquartered in Hong Kong S.A.R., and with offices in the Middle East, Southeast Asia and China, FMA is responsible for the marketing and commercialisation of AFC Competitions, and will manage on-site delivery of these rights.

The AFC requests that Host Organisations offer their full cooperation to FMA.

FMA look forward to building strong working relationships with all Member Associations and Clubs.

2 COMMERCIAL CONCEPT

2.1 OVERVIEW

The commercial approach is built around five key pillars that enable the development of innovative and regionally-focused rights:



On-site, this translates to new activation opportunities bringing Partners closer to fans and to the game.

The Partnership family is divided into four (4) distinctive tiers:

1. Presenting Partner
2. Global Partners
3. Regional Partners
4. Global Supporters

Each tier corresponds to a certain level of exclusivity and rights activations that can either be Global or Regional (West or East.)



Global Exclusivity

- Geographical exclusivity applies to the brand's category globally across all regions

Regional Exclusivity

- Geographical exclusivity applies to the brand's category locally only in the designated region(s) – WEST or EAST
- Rights package applies only to the competitions and matches which take place in the designated region(s)

Product Exclusivity

- Product categories are as narrow as possible

2.2 LOGO USAGE GUIDELINES

Host Organisations may use the official Competition Marks and/or AFC Commercial Partner logos on Competition related materials with prior approval from the AFC.

Competition Brand Guidelines and AFC Commercial Partner Logo Use Guidelines will be provided by the AFC on the AFC's cloud-based platform at the start of the Season. Competition and Partner brand assets will be made available to download from the same location. These guidelines must be adhered to at all times and usage of such assets shall be approved by the AFC.

Item	Host Organisation Action	Due
Logo Use Approval	The Host Organisation must submit any material or collateral using a Competition Mark or an AFC Commercial Partner Logo to the AFC for approval.	4 weeks prior to intended use

2.3 AFC RIGHTS PROTECTION AND AMBUSH MARKETING

The AFC and its Commercial Partners are the exclusive rights holders of this Competition. Ambush marketing activities will not be allowed and every step should be taken to ensure AFC Commercial Rights are protected at all times.

At the Site Visit, FMA will discuss with the Host Organisation:

- the procedure to follow in case of a breach; and
- the parties to be involved and the entities that will carry out the intervention (i.e. police or Stadium security).

In the event of an infringement, the Host Organisation should immediately implement their standard response procedure and notify both the AFC Match Commissioner and the FMA Commercial Manager.

2.4 CLEAN STADIUM

Clean Stadium guidelines must come into effect as per the Venue access and exclusivity periods provided later in this document.

It is expected that commercial elements will be removed or covered professionally to ensure that the Venue reflects the high standard and prestige of this Competition. When undertaking the cover-up, the Host Organisation must ensure:

- the whole of any sign is removed or covered, not just any logo / brand elements;
- the whole of any logo or brand mark is covered in its entirety;
- the materials used for covering commercial elements across the Venue:
 - are appropriate for the item, sign, or piece of equipment it is covering and where it is located;
 - are fixed safely and securely, considering player, officials and spectator safety;
 - cannot be seen through or around; and
 - should be colour matched to the surrounding areas where possible.

For Home & Away Competitions, Clean Stadium execution shall take into account the temporary nature of a Match. As a result, the strict application of the Clean Stadium definition will focus on key areas, while there may be a greater tolerance to deviations of the principle in other areas, as per the below table. However, FMA reserves the right to implement the AFC Competitions Operations Manual Clean Stadium definition over any part or the entire Stadium at any time if required.

AREAS (within the Controlled Access Area)	DESCRIPTION	CLEAN STATUS
Stadium bowl	All areas including stands, inner roof, giant screen, clocks.	Clean – no commercial branding allowed.
Field of Play and technical area	Tunnel, pitch area, team benches.	
Competition areas	Players' drop-off, dressing rooms, competition tunnel and players' access routes, VAR room.	
Media areas	Media working area, media tribune, Press Conference room, Mixed Zone and broadcast areas and media access routes.	
Hospitality hosting areas and access routes	AFC and AFC's Commercial Partners' guests Hosting rooms, access routes from drop-off to hosting/hospitality areas.	
Designated activation areas for Partners	Fanzone, product sampling area, booth locations in public areas and any ad-hoc front or back of house areas as determined by AFC or FMA.	
Shops	Club shop, fan shop, convenience stores.	External facing (shopfront) branding needs to be covered if competitive. No promotional activities allowed for competitive brands. Shops can be open with products inside to be displayed/sold uncovered.
Inside concourse areas	F&B concessions, service centres and common areas for spectators within the Stadium.	To be confirmed by the FMA Commercial Manager during the Site Visit or in the Site Visit Report.
Stadium naming rights	Large-scale Stadium branding.	
External stadium access routes	Major general public access gates, entry routes, access routes within the CAA.	Competitive branding must be covered or removed. Non-competitive branding allowed (if already existing).
Front of house amenities	General public toilets and medical rooms.	No restrictions.
Back of house areas	Storage, medical rooms, offices, toilets, control rooms - where no AFC Commercial Partners are activating or operating in.	
Supplier branding on uniforms or equipment	Security, stewards, cleaners, concession staff uniforms, etc.	Competitive branding must be covered or removed. Non-competitive branding only allowed when not in camera view.

3 OPERATIONAL MATTERS

3.1 FMA VENUE TEAM

Venue Team Composition

The FMA Venue Team will be present at each Match to work with the AFC and the Host Organisation for delivery of all AFC Commercial Partner rights and obligations. The Commercial Manager is responsible for leading and managing the overall FMA Venue Team on-site. All FMA Venue Team members will therefore report to the Commercial Manager. The standard FMA Venue Team will be comprised of the following:

COMMERCIAL MANAGER (CM)	BROADCAST MANAGER (BM)	SIGNAGE MANAGER (SM)
• Main contact point for the AFC, Host Organisation and AFC Commercial partners • Responsible for FMA ticketing and accreditation needs • Manages the overall FMA Venue Team	• Main contact point for the Host Broadcaster (HB) and Rights Holding Broadcasters (RTV) • Coordinates broadcast production • Manages broadcast crews on-site	• Responsible for the set-up and dismantling of signage elements on-site • Coordinates the signage crew

In some instances, dependent on the level of commercial activity, additional FMA team members may also be present.

AFC and Host Organisation Liaison

The Commercial Manager will be the main point of contact from FMA for the AFC and the Host Organisation for any commercial matters relating to the Match, both during the pre-planning stage and Matchweek, in the event there is no AFC Venue Delegate in attendance for the Match.

To facilitate efficient Matchday communication, the Host Organisation should provide a walkie-talkie radio to the FMA Commercial Manager to communicate directly with the Host Organisation's main contact person (if the Host Organisation is already using walkie-talkies). A second radio is requested for the Host Broadcast Floor Manager so they can be notified of substitutions in real-time.

For Matches played in an Home & Away format, the FMA Venue Team will arrive at the Venue on MD-2 and leave on MD+1. The Commercial Manager will confirm arrival and departure details of the FMA Venue Team, Host Broadcaster and suppliers with the Host Organisation ahead of each Match.

For centralised Matches, arrival of the FMA Venue Team will be confirmed with each Host Organisation once they have been appointed.

3.2 HOST ORGANISATION COMMUNICATION

Introduction

To ensure effective communication, the FMA Commercial Manager will be the main FMA contact person for the Host Organisation. The FMA Commercial Manager will compile all key information into one summary to be sent no later than one (1) week prior to each Match.

The only exceptions to this single point of contact principle are:

1. Purchase tickets: FMA will consolidate all purchase ticket orders and submit them to the Host Organisation, with the Host Organisation then liaising directly with the Partner for final arrangements (order, shipping and payment).
2. Authorities' approvals and permits: the Host Organisation shall guide AFC Commercial Partners through the approval process for commercial activations and secure all relevant permits with local authorities and the Venue, if required.
3. Broadcast production: the FMA Broadcast Manager may contact the Host Organisation in relation to specific broadcast/technical issues that need to be resolved ahead of the first Matches.

Host Organisation Calendar

FMA will share a set of deadlines compiled into a Host Organisation Calendar, to guide the preparation of each Match. The Host Organisation Calendar covers the whole duration of the Competition and is issued around the Site Visit.

Deadlines will clearly indicate when the Host Organisation:

- receives information from FMA (and what kind of information);
- needs to perform a specific task (the latest date will be given but tasks can be performed earlier if the Host Organisation is ready to do so); and/or
- is required to complete a certain process (e.g. tickets delivered to recipient).

Deadline Subject

The Host Organisation Calendar covers a range of commercial elements which are grouped and colour coded by Functional Area as shown in the following table:

Functional Area	Colour	Content
Ticketing	TIX	Complimentary and purchase tickets information
Activations	ACT & TVC	Partner activations or TVCs for giant screen
Accreditation	AD	Accreditation information
Value-in-Kind	VIK	Product supply information
Logistics	LOG	Deliveries and shipment information
Venue Operations	VOP	Overall Match coordination and preparation information

3.3 SITE VISIT DEFINITIONS AND WINDOWS

Official Site Visits

FMA will conduct an official Site Visit with all Clubs participating in this Competition. In some instances, Site Visits may need to be conducted prior to qualification.

The purpose of Site Visits is to:

1. Introduce the various parties
2. Provide FMA, suppliers and AFC Commercial Partners including Host Broadcasters, the opportunity to familiarise themselves with the Match Venue
3. Introduce any new commercial initiatives for the upcoming edition of the Competition
4. Outline and discuss commercial delivery and broadcast operations arrangements, including any requirements of the Host Organisation

Site Visit Window Concept

Beginning with the 2021 Competition, official Site Visit windows will be introduced in order to nominate a fixed period of time within which Host Organisations should expect to host a Match Venue Site Visit.

This will allow Host Organisations to pre-emptively block the corresponding time in their calendars, as well as those of Venue staff and other required attendees.

Exact Site Visit dates within these windows will be subsequently coordinated directly between FMA and each Host Organisation.

COVID-19 Implications

Due to the implications of the ongoing COVID-19 pandemic, it may not be possible for all Venues to be physically inspected by FMA. The preference will be for the FMA Venue Team to conduct Site Visits in-person, following the agenda detailed on the next page, however for some Venues, it may be that Site Visits need to become a hybrid of physical on-site, and virtual inspections and meetings. Where FMA Venue Teams or suppliers are unable to attend the Match Venue due to COVID-19 travel or other restrictions, FMA may request the Host Organisation's assistance to provide important details to enable commercial delivery planning to progress.

3.4 SITE VISIT REQUIREMENTS

Site Visit Participants

The below table identifies the stakeholder groups and functional areas that are required to be represented at the Site Visit. It is a requirement that someone with decision-making power in each of the mentioned areas is involved in the Site Visit.

Stakeholder Group	Function
AFC	• Venue Delegate and/or other officials appointed by AFC
Host Organisation	• Matchday operations • Commercial operations • Broadcast operations • Ticketing • Hosting and Hospitality areas / F&B
Host Venue	• Venue Operations • Venue Facilities • Technology Systems including Giant Screen and LED signage • Broadcast areas, cabling and power • Security • Hosting and Hospitality areas / F&B
FMA	• Commercial Manager • Broadcast Manager • Signage Manager
Host Broadcaster	• Director • Producer • Technical Manager
AFC Commercial Partners (if requested by Partner)	• Representative of the local office/Agency

Site Visit Agenda

When Site Visits can be conducted in person, they shall follow a pre-determined agenda in order to complete a Site Visit Report covering all areas relevant to FMA for the delivery of the Match operations.

The Site Visit will be composed of three (3) parts:

1. an initial FMA presentation in a meeting room format
2. Stadium tours
3. a wrap-up meeting summarising key points and action points

Activity	Content
FMA Presentation	• FMA introduction (company and participants) • Commercial objectives • Host Organisation role and responsibilities
Plenary Meeting	• Initial Site Visit report questions tackled in the meeting room
Plenary Stadium Tour	• Familiarisation of the Stadium relevant to all parties involved
Dedicated Stadium Tours	• Commercial operations • Broadcast operations • Signage operations
Wrap-up Meeting	• Summary of the open points and next steps

When the Site Visit is conducted at the Venue, the Host Organisation shall organise the following:

- meeting room with sufficient seating for the expected attendance; and
- projector, cables, power outlet and screen to connect a computer for the presentation.

The home and away team Training Ground details should also be shared with the AFC and FMA prior to the Site Visit. If requested, the Host Organisation shall organise a visit to either or both Training Grounds, in addition to the Match Venue Site Visit.

Site Visit Report and Action Points

Ahead of the Site Visit, a short questionnaire may be sent to the Host Organisation in order to obtain some of the general details required by the Site Visit Report. After the Site Visit, FMA will compile the Site Visit Report, which will be shared with the Host Organisation. The Site Visit report is expected to remain the only reference for commercial delivery and any deviation from it must be discussed and agreed with the AFC and FMA.

As there might be unresolved items at the end of the Site Visit, an action points register will be part of the Site Visit report, compiling the issues that need to be resolved prior to the start of the Competition.

Host Organisation Actions

Item	Host Organisation Actions	Due
FMA Confirmation of Site Visit Date	Host Organisation to coordinate Venue and required participants availability.	20 days prior to the Site Visit (latest)
Site Visit	Host Organisation to ensure that the Venue is prepared to host the visit day: • All facilities accessible • All staff available • Meeting Room set up (including projector/screen)	Site Visit

3.5 OFFICIAL ACTIVITIES

A schedule of official activities will be implemented for each Matchday. Some activities will be arranged by FMA, whilst others will be managed by the AFC or the Host Organisation. A standard schedule has been provided below, however FMA will confirm specific details on a Match-by-Match basis, directly with the AFC and the Host Organisation.

For centralised Matches, some activities might only happen once ahead of the first Match at each Venue, while others will need to occur for each Match.

Official Activity Schedule

Activity	Responsibilities	Attendance
MATCHDAY-2		
Arrival of FMA Venue Team	Host Organisation to handover agreed spaces to FMA and its suppliers.	FMA Venue Team
Commercial Meeting	FMA to inform all parties of commercial activities and collect any outstanding items. All parties to finalise any on-site arrangements.	AFC Host Organisation Venue Operator FMA Venue Team
MATCHDAY-1		
Match Coordination Meeting	Host Organisation to prepare meeting as per usual practice. FMA to advise of any relevant activations, confirm broadcast activities, attendance and key timings.	AFC Participating teams Match Officials Host Organisation

Activity	Responsibilities	Attendance
		Venue Operator FMA Venue Team
Clean Stadium and Signage Check	FMA to conduct a Venue walk-through with the AFC and Host Organisation to check clean stadium status and check / test all Signage including Field of Play (FOP) perimeter boards (LED - China Only).	AFC Host Organisation Venue Operator FMA Venue Team
Rehearsals Giant Screen and PA System Testing	Host Organisation to inform Venue Operator and FMA of the scheduled time for rehearsal. FMA to check whether files are correctly functioning and rundown implemented.	AFC Host Organisation Venue Operator FMA Venue Team
Official Training	Host Organisation to prepare Official Training as per usual practice. FMA Commercial Manager to manage any AFC Commercial Partner activations and make sure FOP perimeter board and media backdrop set-up is correctly implemented. FMA Broadcast Manager to manage any Broadcast requirements.	AFC Host Organisation Venue Operator FMA Venue Team
Pre-Match Press Conference	Host Organisation to prepare Press Conference room as per usual practice. FMA Commercial Manager to manage any AFC Commercial Partner activations such as Match Ball display. FMA Broadcast Manager to manage any broadcast requirements.	AFC Host Organisation Venue Operator FMA Venue Team
Pre-Match Ceremony Rehearsal	Host Organisation to prepare Pre-Match Ceremony as per usual practice. FMA Commercial Manager to coordinate Line-Up Kids, Official Match Ball carrier and any other applicable activation participants' presence. FMA Broadcast Manager to coordinate any Broadcast testing (if required).	AFC Host Organisation Venue Operator FMA Venue Team
MATCHDAY		
Debrief Meeting	FMA to share Match debrief points and align with the AFC for respective reports, and identify with all parties potential improvements.	AFC Host Organisation Venue Operator FMA Venue Team

3.6 OFFICIAL MEETINGS

Two (2) new meetings are noted in the above schedule:

1. Commercial Meeting
2. Debrief Meeting

The following attendees are required at both meetings:

AFC Venue Team	Host Organisation	Venue Operator	FMA Venue Team
• Venue Delegate • Match Commissioner • Local General Coordinator (LGC) • Local Media Officer (LMO) • Local Security Officer (LSO)	• Event / Matchday Operations • Commercial Delivery • Ticketing • Accreditation • Media Operations • F&B / Hospitality (if required)	• Venue Operations • Media / Broadcast areas • F&B / Hospitality (if required)	• Commercial Manager • Broadcast Manager

Commercial Meeting

When: MD-2

Time: Morning / early afternoon

The purpose of the meeting is to allow all parties to exchange any new information regarding commercial operations. The items to be covered include:

- Broadcast requirements
- Partner activations
- Signage installation and dismantle
- Clean Stadium requirements
- Access and accreditation
- Any other business

FMA will collect or exchange any outstanding items from the Host Organisation at this meeting, such as:

- tickets
- accreditation
- Host Organisation walkie-talkie radio(s)
- any other equipment as previously agreed

The Host Organisation will need to make available any FMA required spaces including room keys for the below spaces at the end of this meeting, if this has not been done already:

- FMA Office
- signage workroom/storage spaces
- other rooms as required

It is a requirement that someone with decision-making power in each of the mentioned areas is in attendance.

Debrief Meeting

When: Matchday

Time: As soon as practical after the Match finishes

The purpose of the Debrief Meeting is to have a short and issues-focused meeting to evaluate the overall Match operations, identify future improvements and confirm load-out plans.

Other Host Organisation Meetings

There may be other meetings, organised by the Host Organisation, where it is beneficial for FMA to have representation, such as daily operations/planning meetings. The FMA Commercial Manager will liaise with the Host Organisation to confirm if FMA attendance is required at any such meetings.

3.7 REHEARSALS AND TESTING

Rehearsals and/or testing may be required for various pre-Match activations, awards and/or ceremonies. All rehearsals will be directed by the AFC, e.g. the Pre-Match Ceremony, however FMA/AFC Commercial Partners will attend as required, providing various participants (e.g. Line-Up Kids or the Official Match Ball Carrier). Rehearsals will usually be scheduled on MD-1 or Matchday, depending on attendee availability, and will be communicated to the Host Organisation prior to each Match as part of the Activity Plan.

Any Commercial requirements for rehearsals or testing will be pre-arranged with the AFC and the Host Organisation, on a per-Match basis.

3.8 CONTENT CAPTURE

The AFC and FMA will send Official Photographers and Official Digital Teams to capture content for both sporting and commercial purposes.

These teams will have access to various areas including at times, sensitive areas such as the teams' dressing rooms, competition areas or around the pitch.

There are no specific requirements from the Host Organisation in regard to AFC and FMA content capture, other than being aware of the movement of these crews as they capture content around the Venue.

Photography

The Official Photographer will be managed by the AFC. There will be at least one (1) Official Photographer at every Match to cover standard Match photography as well as AFC Commercial Partner activities.

Occasionally, there may also be additional Partner-dedicated photographer(s) on-site to cover specific AFC Commercial Partner content. The Host Organisation will be made aware by the FMA Commercial Manager if additional photographers will be present. In this specific scenario, the FMA Venue Team will manage that person on-site.

The Official Photographer is not to be confused with the written press and media photographers that are managed by the Host Organisation, as per usual AFC Match practice.

Digital Content

With the expanding importance of digital platforms, the AFC and FMA will continue to increase the presence of digital crews at Match Venues to capture exciting content for football fans in Asia and around the world. The Official Digital Team will be managed by the AFC.

The Official Digital Team may consist of (but is not limited to), an influencer, videographer, producer, FMA Marketing representative and FMA-appointed agency representative. Deployment of the Official Digital Team will be managed directly between the AFC and FMA, and may vary from Match to Match.

Occasionally, there may be Partner dedicated digital team(s) on-site to capture content of AFC Commercial Partner activities where there are specific needs. In this specific scenario, the FMA Venue Team will manage that crew on-site.

4 ACCESS AND FACILITIES

4.1 VENUE ACCESS AND EXCLUSIVITY

Timeframes

The Host Organisation must ensure that no Matches and/or other activities are held at any Venue scheduled to host AFC matches during the exclusive use periods given below. The FMA Venue Team, its suppliers, AFC Commercial Partners shall be granted access within these periods to set-up their equipment prior to the Match, and to dismantle post-Match.

Regular Season (excluding Finals)

	MD-2	MD-1	MD	MD+1
Venue Access and Exclusive Use Period	☒	☒	☒	☒

The Match Venue must be accessible during its usual business hours, and if required, out-of-hours access should be arranged and facilitated by the Host Organisation. The FMA Venue Team will coordinate any requests for out-of-hours access with the Host Organisation, providing as much notice as possible prior to the arrival of the relevant parties, and where practically possible, such parties will be accompanied by the FMA Venue Team.

The Host Organisation shall provide access to all agreed spaces within the Controlled Access Area. These areas will usually include, but are not limited to:

- Internal and external public concourses including any concession areas
- Commercial display areas including designated Fanzones
- Stadium bowl including all seating and vomitories
- The Inner Arena, including the Field of Play plus any pitch entry tunnels
- Dressing rooms and competition areas
- Matchday offices and working rooms
- Storage and staging areas
- Any areas beneath the stands including access roads
- Parking facilities and load zones
- VVIP/VIP Hosting and hospitality areas
- Media Tribune, Media Centre and any media areas including the Press Conference room
- The Broadcast Compound, hosting areas and commentary boxes

4.2 ACCREDITATION MANAGEMENT

Personnel from FMA-authorised parties shall be issued with a valid Accreditation Card (AD) to give working access to corresponding area(s) of the Venue.

As per AFC's instructions, Accreditation Cards are valid for the entire duration of the Competition across all Host Organisations, except Finals. This means that an Accreditation Card issued by any Host Organisation shall be valid and accepted at any other Venue in the same Competition, as long as the use of the accreditation is needed to fulfil working duties. In other words, it will not be required for each Host Organisation to issue their own Host Organisation-specific accreditation when someone has already been accredited at another Venue from a previous Match, as that person will already be holder of an accreditation for that Competition.

The FMA Venue Team will usually have their Accreditation Cards issued directly by the AFC. As for other FMA-authorised parties, Host Organisation support will be required to issue the appropriate Accreditation Cards, as per the following process.

FMA-Authorised Parties

FMA-authorised parties include, but are not limited to:

1. AFC Broadcast Partners
2. AFC Commercial Partners and their agencies
3. FMA Suppliers

Accreditation Application

Host Organisations should inform the FMA Commercial Manager of any accreditation application and approval processes, production timeframes and distribution during the Site Visit.

The FMA Commercial Manager will provide a list of FMA-related personnel ten (10) days prior to each Match for H&A Matches, or prior to the first Match at any new Venue for centralised Matches, indicating which Accreditation Cards need to be produced by the Host Organisation. Unless communicated and addressed with the FMA Commercial Manager in the case of security concerns, the Host Organisation must ensure that all Accreditation Cards are produced and provided to the FMA Commercial Manager as per timeframes given later in this section.

The Host Organisation may be required to amend and/or produce additional Accreditation Cards upon FMA request at any given time.

Required Applicant Data

Host Organisations must follow the standard accreditation application template established for this Competition by the AFC, which includes the following data fields only:

- Applicant Organisation
- Designation
- Category
- Name
- Date of Birth
- Nationality as per Passport
- Email Address

Each applicant will also need to provide a passport photo for inclusion on their Accreditation Card, as an image file sent electronically.

Any additional data requirements over and above the list should be communicated to the FMA Commercial Manager by the Host Organisation during the Site Visit. Any additional data collection should only be requested when required by the local government and/or other authorities. FMA will otherwise only provide the standard AFC applicant information.

On-Site Management

All FMA-related Accreditation Cards should be made available for collection upon initial arrival of the FMA Commercial Manager to the Venue.

The Host Organisation should conduct an accreditation walk-through with the AFC Match Commissioner and the FMA Commercial Manager no later than MD-1, in order to familiarise them with all routes and to ensure the correct access will be provided to the relevant parties.

Each Matchday, the Host Organisation must ensure that Venue security personnel and stewards are appropriately briefed to ensure the correct access is granted. Accreditation Boards should be placed at all entries to the various accreditation zones to assist in this process.

SADs

All requests for Supplementary Access Devices (SADs) for FMA-authorised parties will be arranged by FMA directly with the AFC.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Application	Provide additional accreditation data fields (if required) and application timeline	Site Visit (when occurring) or no later than 35 days prior to the first Match	Site Visit
Application	Address and resolve accreditation security issues (if any) with FMA Commercial Manager	8 days prior to the first Match	MD-8 days
Provision of Accreditation Cards	Provide all FMA-related Accreditation Cards for collection by the FMA Commercial Manager	Two (2) days prior to the first Match at each Venue	MD-2
Accreditation Zones check	Conduct accreditation walk-through with AFC Match Commissioner and FMA Commercial Manager	One (1) day prior to the first Match at each Venue	MD-1

4.3 PARKING

FMA will require parking for both operational staff and guests. The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.

Parking Facilities

During the Site Visit, the Host Organisation should confirm the available parking facilities, access and entry procedures. This shall include but is not limited to:

- Location of the parking area
- Capacity and/or dimension of the parking area
- FMA allocation per Match
- Entry / exit directions and map if available
- Operating hours
- Type of parking passes in use (if any)
- Required details for a Vehicle List (if any)

Vehicle Access and Parking Passes

The Host Organisation should advise whether a parking pass is required for vehicles to enter and park at the Venue. If a physical pass is required, the Host Organisation should confirm the request, approval and distribution process to the FMA Commercial Manager at the Site Visit. The Host Organisation must provide any

physical passes to the FMA Commercial Manager as per the deadlines given in the table below.

If a physical pass is not required for all or certain parking areas, the Host Organisation should advise whether a Vehicle List is required to be submitted. At the Site Visit, the Host Organisation should confirm with the FMA Commercial Manager what details are required (e.g. guest name, vehicle plate number etc.) and the desired format (e.g. MS Excel spreadsheet) for submission of FMA parking requests. If there is an existing Host Organisation template, this should be provided at the same time.

If a parking area, space number or ID needs to be communicated to each vehicle driver ahead of Matchday, this should be provided to the FMA Commercial Manager no later than MD-2.

Parking Requirements

The FMA Commercial Manager will send a consolidated list of FMA operational and guest parking requests to the Host Organisation no later than MD-10. The minimum required quantity is provided in the below table, however the Host Organisation should accommodate any reasonable additional requests from FMA. If there are any concerns or Venue limitations, the Host Organisation should address these with the FMA Commercial Manager no later than MD-8. Any unused parking allocations will be returned to the Host Organisation.

Stakeholder Group	Qty Required	Validity Period	Latest Date Passes / Space IDs Due to FMA
FMA Operational Parking	5	MD-2 to MD+1	Commercial Meeting on MD-2
FMA Guest Parking (including VIP Hosting)	On request from FMA	Matchday	To be sent together with the corresponding ticket shipment
Outside Broadcast (OB) Vehicles	As required for Match production	MD-1 to MD+1	MD-2

VIP Parking

All VIP Hosting guests must have access to a parking facility located close to their Stadium entrance.

On-Site Parking Management

Each Matchday, the Host Organisation must ensure that the Venue's security personnel and stewards are appropriately briefed to ensure that access is granted to authorised vehicles in possession of a valid parking pass or on the pre-agreed list of vehicles. Any issues relating to FMA parking on Matchday should be escalated to the FMA Commercial Manager immediately.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Confirm Facilities	Provide parking allocation number, location, mechanism to authorise vehicle parking (e.g. parking pass or Vehicle List) and access maps.	Site Visit or no later than 35 days prior to the first Match at each Venue	Site Visit
OB Parking Facilities	Confirm parking arrangements for OB trucks and support vehicles and whether passes or a list is required for vehicle access.	Site Visit or no later than 35 days prior to the first Match at each Venue	Site Visit
Parking Requirements	FMA Commercial Manager to send parking needs to the Host Organisation ahead of each Match.	MD-10 days	MD-10 days
Parking Confirmation	Host Organisation to address and resolve parking issues (if any) with FMA Commercial Manager.	MD-8 days	MD-8 days
Provision of physical parking passes or space IDs to FMA	Ensure all FMA requested parking passes / space IDs are available for collection by the FMA Commercial Manager.	MD-2	MD-2

4.4 BIBS

Overview and Shipment

Each Host Organisation will receive two (2) bib shipments - one from the AFC and one from FMA. Arrangements for the AFC shipment will be coordinated directly between the AFC and the Host Organisation.

The shipment from FMA will include the following categories of bibs:

- PHOTO and/or
- HB, ENG, RTV

FMA will confirm courier details including tracking number and exact bib quantities with the Host Organisation, no later than 16 days prior to the first Match of the Group Stage Competition.

Category	Identification	Colour	Shipment from - H&A	Shipment from - Centralised Matches	Handover / Matchday Responsibility
Host Broadcaster	HB	Grey	FMA	FMA	FMA Commercial Manager
ENG Camera	ENG	Pink	FMA	FMA	FMA Commercial Manager
Broadcast Partners	RTV	Brown	FMA	FMA	FMA Commercial Manager
Photographers	PHOTO	Dark Green	FMA	AFC	Local Media Officer (LMO)
Match Service	SERVICE	Purple	AFC	AFC	FMA Commercial Manager
AFC Official Photographer	AFC PHOTO	Dark Blue	The AFC will liaise directly with the Host Organisation regarding delivery and management of these categories of bibs.		
AFC Official Digital Crew	AFC DIGITAL	Dark Blue			
Host Organisation Appointed Photographer	LOC PHOTO	Dark Blue			
Medical	MEDICAL	White or Light Blue			
Doping Control	DOPING CONTROL	Beige			
Team Technical Analyst	TEAM TECHNICAL	Red			
Spectator Management	STEWARD	Orange			
Ground Staff	PITCH MAINTENANCE	Black			



Customs and Import / Export Arrangements

Whilst FMA will arrange for the shipping of goods, Host Organisations are responsible for ensuring all shipments clear customs within one (1) week of landing. Customs arrangements may extend to:

- liaising with the relevant local authorities;
- submitting any necessary paperwork; and/or
- providing general assistance to the appointed courier.

Storage and Handover

The FMA Commercial Manager will contact the Host Organisation to confirm receipt of the shipment, seven (7) days prior to the first Match of the Group Stage.

The Host Organisation will be asked to check the bibs upon receipt of delivery and confirm quantities with the FMA Commercial Manager. Host Organisations should subsequently securely store the bibs until Matchweek.

On arrival to the Match Venue for the first Group Stage Match, The FMA Commercial Manager will collect the following bibs from the Host Organisation and will store and manage these for the rest of the Season.

- HB
- ENG
- RTV
- SERVICE

Host Organisation Actions

Item	Host Organisation Actions	Due
Delivery Details	Host Organisation to confirm delivery address/contact with the FMA Commercial Manager.	Site Visit
Delivery Schedule	FMA Commercial Manager to confirm shipment details including courier tracking number and bib quantities.	No later than 16 days prior to the start of the first Group Stage Match
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly.	As required

Item	Host Organisation Actions	Due
Receipt of Goods, Check and Delivery Confirmation	Host Organisation to take receipt of bibs, check and confirm with the FMA Commercial Manager that items have been received.	No later than 7 days prior to the start of the first Group Stage Match
Storage	Host Organisation to ensure secure storage of items until first Matchweek.	Upon receipt
Handover and Management	Host Organisation to handover FMA-related bibs including HB, RTV, ENG and SERVICES bibs to FMA Commercial Manager during the Commercial Delivery Meeting on MD-2 before the first Match of the Season. FMA will manage and maintain these bibs from that point onwards. Host Organisation to pass the Photographer bibs to the AFC LMO before each Match and facilitate the maintenance of these bibs throughout the Season.	Matchweek

4.5 FMA ROOM REQUIREMENTS

FMA will require several secure rooms within the Venue so that the FMA Venue Team, as well as AFC Commercial Partners and suppliers can work effectively and efficiently on-site. These rooms will be used as both working and storage spaces and will be identified as part of the Site Visit.

Overview

Requirement	Quantity	Size	Due
FMA Office	1	15m ²	MD-2
Broadcast Rooms and Spaces	Refer to Broadcast Operations Chapter		MD-2
Signage Rooms and Spaces	Refer to Signage Chapter		MD-2 MD-3 (China Only)
AFC Commercial Partner Activations / VIK Storage	As per confirmed activations	Refer to Appendix A for specifications of spaces required per activation.	Prior to FMA arrival on-site

FMA Office

The Host Organisation is required to provide FMA with a suitable office space within the Venue, close to the AFC Secretariat and preferably on the same level as the competition areas. The space should be well-ventilated, clean and be large enough to allow up to five (5) people to work comfortably. Desks or tables, along with chairs, sufficient Wi-Fi, lighting and electrical sockets are required in order to enable five (5) persons to work simultaneously. The room must be lockable and secure.

Walkie-Talkie Radios

If the Host Organisation is using radios on-Venue to communicate within their own Matchday operations team and with the AFC, a walkie-talkie radio should also be supplied to the FMA Commercial Manager and the Host Broadcast Floor Manager (total of two (2) radios required). The FMA Commercial Manager will need to be briefed on what channel/s are being used and which channel they and the HB Floor Manager should use.

Furniture and Equipment

The below table summarises the furniture and equipment requirements for the FMA Office that should be provided by the Host Organisation prior to the arrival of the FMA Venue Team.

Item	Quantity	Due
Table (ideally foldable trestle tables - for hot desks and meetings)	3	Prior to FMA arrival on-site
Chairs	5	
Bin - large	1	
Wi-Fi access	For 5 x simultaneous users	
Power wall socket	4	
Key/s	1 (2 if possible)	
Host Radios for Host Organisation and FMA communications (for Commercial Manager)	1 plus a back-up battery	
Small fridge (if available)	1	
Water dispenser (if available)	1	
Water (if dispenser not available)	TBC between Host Organisation and FMA Commercial Manager	

Other Rooms

FMA may from time to time request additional space to support commercial activities on-site. For example, AFC Commercial Partner activations may require dressing rooms for their participants and/or storage space, or AFC Broadcast Partners may require additional broadcast studio space. The FMA Commercial Manager will liaise directly with the Host Organisation should additional room requirements and/or additional furniture or equipment requirements arise.

5 COMMERCIAL DELIVERY

5.1 TICKET CATEGORISATION AND ZONING

Zoning Principle

Starting with the 2021 Season, the AFC is introducing a new zoning principle as the standard practice for their Commercial Partner ticket allocations. This differs to previous ticketing practice, and the new zones for each Venue will be defined at the Site Visit. This zoning system is however only relevant to AFC's Commercial Partners for the identification of seats, and therefore does not require the Host Organisation to make changes to their existing category split.

The objective is to establish a consistent standard of tickets to be provided to AFC Commercial Partners across the Competition, while not impacting the Host Organisation's existing ticketing system. This principle will therefore allow AFC Commercial Partners to receive similarly located seats independently of the Stadium configuration.

Note that:

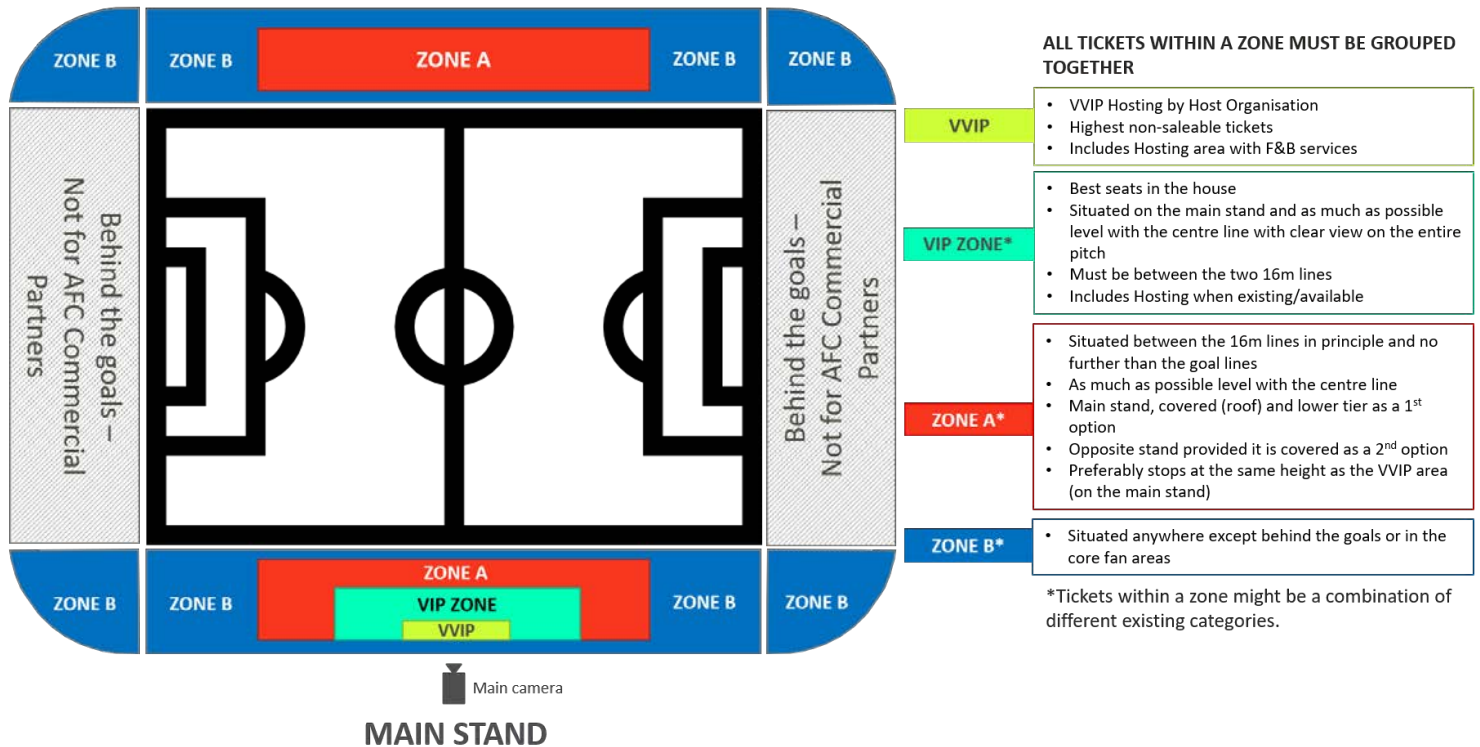
- Complimentary tickets could combine different price categories within a zone
- Purchase tickets will, however, always correspond to a single price category

All AFC Commercial Partner tickets including complimentary and purchase tickets, will now be categorised as one of the following four (4) zones:

1. VVIP
2. VIP Zone
3. Zone A
4. Zone B

The FMA Commercial Manager will identify and agree on the zone locations at each Match Venue during the Site Visit. The location identification principle for each zone is given below:

OPPOSITE STAND



Ticket Template

The Host Organisation is responsible for the production and printing of tickets according to the AFC template, which will be provided by the AFC before the start of each Season. Two key elements of this template include:

- AFC Commercial Partner logos integration
- Ticket zone indication

Both of these elements shall appear in the final ticket design.

No other commercial names or logos other than those of AFC Commercial Partners, as provided by the AFC or FMA, shall be printed onto, or appear on the ticket.

The Host Organisation will be required to provide a sample ticket to the FMA Commercial Manager during the Site Visit for approval.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Stadium Overview Plan	Send Stadium Plan to FMA via email. The plan should include Stadium surroundings.	Prior to Site Visit (when occurring) or no later than MD-60	Prior to Site Visit
Stadium Detailed Seating/Ticketing Plan	Send Seating Plan to FMA via email. The plan should show stand names, indicate the main stand and existing categories.	Prior to Site Visit (when occurring) or no later than MD-60	Prior to Site Visit
Stadium Floor Plans (Back-of-House) Plans	Send to FMA via email, internal Stadium floor plans including players' dressing rooms, competition areas, tunnel, media area/level, and hosting/hospitality level.	Prior to Site Visit (when occurring) or no later than MD-60	Prior to Site Visit
Ticket Zone Identification	Assist the FMA Commercial Manager in the identification of ticket zones (see dedicated complimentary and purchase ticket sections for details).	Site Visit or no later than MD-60	Site Visit
Ticket Sample	Provide a sample ticket to the FMA Commercial Manager to ensure the ticket template meets requirements.	Site Visit or no later than MD-60	Site Visit

5.2 COMPLIMENTARY TICKETS

Overview

Each Host Organisation will be required to provide complimentary Match tickets to FMA for AFC Commercial Partners according to the quantities provided in the ticket allocation table below. The Host Organisation will be responsible for the production and shipment of the required ticket allocation as per FMA's instructions, for distribution to AFC Commercial Partners. Ticket categories, quantities and delivery timelines are covered below along with further guidelines.

Ticket Order Process

To manage AFC Commercial Partners' varying ticket needs per Match, FMA will submit a seating plan to the Host Organisation well ahead of each Match, confirming the number and exact location of tickets that need to be printed per AFC Commercial Partner. The remaining tickets from the FMA maximum allocation can then be released by the Host Organisation for general public sale, upon FMA's confirmation.

In order to save effort and costs for the Host Organisation, FMA encourages the Host Organisation to send all Group Stage tickets ahead of their first home Match. The FMA Commercial Manager will return any unused tickets ahead of each Match.

The following section outlines the maximum number of complimentary tickets per category that the Host Organisation will be required to print and provide to FMA for AFC Commercial Partners per Match.

Complimentary Tickets - Allocation and Quantities

The maximum number of FMA complimentary tickets per Match is given in the table below:

	VVIP	VIP + Hosting*	Zone A	Zone B
Group Stage	On Request	60	450	300
Round of 16	On Request	60	500	350
Quarter Finals	On Request	80	500	350
Semi Finals	On Request	100	600	400
Finals	On Request			

*Where available

Complimentary Ticket Timelines and Delivery

Host Organisations will receive the complimentary ticket order from the FMA Commercial Manager no later than:

Competition Stage	FMA Ticket Order Provision Deadline - Centralised Matches	FMA Ticket Order Provision Deadline - H&A
Group Stage	37 days prior to the first Match at each Venue	MD-37 days
Round of 16	MD-37 days	MD-11 days
Quarter Finals	MD-37 days	MD-37 days
Semi Finals	MD-11 days	MD-11 days
Finals	MD-11 days	MD-11 days

Once the ticket order is received by the Host Organisation, complimentary tickets must be sent immediately by courier to the corresponding FMA Commercial Manager. Tickets must be split per Commercial Partner, per zone, and in accordance with the deadlines set below, with tickets to be received by FMA **no later than one (1) day** after the shipment deadline. The FMA Commercial Manager will confirm the address for ticket delivery at the Site Visit. In order to ensure smooth delivery, the Host Organisation will be required to send the tracking details of their shipment to the FMA Commercial Manager and strictly follow the deadlines provided.

Competition Stages	Shipment Deadline - Centralised Matches	Shipment Deadline - H&A
Group Stage	MD-30 days	MD-30 days
Round of 16	MD-30 days	MD-10 days
Quarter Finals	MD-30 days	MD-30 days

Competition Stages	Shipment Deadline - Centralised Matches	Shipment Deadline - H&A
Semi Finals	MD-10 days	MD-10 days
Finals	MD-10 days	MD-10 days

Sanctions may be imposed by the AFC should delivery deadlines not be met. The Host Organisation may additionally be required to reprint the ticket allocation and/or arrange on-site distribution of any late tickets, including the provision of a ticket collection booth/window and staff.

Qualification to Group Stage from Play-Offs

If a Participating Club progresses from the Play-Off Stage into the Group Stage and the time period between qualification and the first scheduled home Match in the Group Stage is less than 30 days, the Participating Club must provide the FMA Commercial Manager with the complimentary tickets no later than seven (7) days after the confirmation of its qualification.

In order to ensure sufficient time for all parties to manage this scenario, the Host Organisation is encouraged to print tickets ahead of their potential qualification with the unknown opposition team name appearing on the ticket defined as per the AFC recommendation.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Complimentary Ticket Information	Identify precisely every seat of each zone.	Site Visit (if occurring) or no later than 60 days prior to the first Match at each Venue.	Site Visit
Complimentary Ticket Delivery	Send complimentary tickets and tracking details to the FMA Commercial Manager.	MD-30 for all Group Stage tickets	MD-30 days for Group Stage and Quarter Finals MD-10 days for Round of 16, Semi Finals and Finals
Complimentary Tickets Delivered and Received	FMA Commercial Manager receives the ticket delivery.	MD-29 for all Group Stage tickets	MD-29 days for Group Stage and Quarter Finals MD-9 days for Round of 16, Semi Finals and Finals

5.3 PURCHASE TICKETS

Overview

The Host Organisation shall provide AFC Commercial Partners with the opportunity to buy tickets at face-value for each Match. A hold-and-release system will be employed, i.e. an agreed number of tickets must be held by the Host Organisation for a determined period of time, after which unsold tickets can be released for general sale.

The release dates will be communicated via the Host Organisation Calendar, shared prior to the start of the Competition.

To align the existing purchase ticket pricing categorisation with the AFC Commercial Partner zoning system, the FMA Commercial Manager will identify seats that are part of the same price category for the purchase tickets zones A and B.

Purchase Ticket Allocation and Quantities

The number of tickets to be held by the Host Organisation is outlined below:

	Zone A	Zone B
Group Stage	130	200
Round of 16	130	200
Quarter Finals	130	200
Semi Finals	330	600
Finals	400	600

Purchase Ticket Price Confirmation

The Host Organisation shall advise the FMA Commercial Manager of the purchase ticket price in advance of the Competition commencing and at different stages of the Competition. The purchase ticket price confirmation timeline is outlined below:

Competition Stages	Latest Due Date - Centralised Matches	Latest Due Date - H&A
Group Stage Round of 16 (1 and 2)	Site Visit (if occurring) and no later than 60 days prior to the first Match at each Venue	Site Visit
Quarter Finals (1 and 2)	60 days prior to the first Quarter Final	60 days prior to the first Quarter Final
Semi Finals	21 days before each Semi Final	21 days before each Semi Final
Finals (1 and 2)	21 days prior to the first Final	21 days prior to the first Final

Purchase Ticket Order and Delivery Timeline

Host Organisations will receive any purchase ticket orders from the FMA Commercial Manager according to the timeframe given below. FMA will also supply contact details of AFC Commercial Partners who submitted ticket orders at this point, in order to facilitate later liaison between the Host Organisation and the Partner regarding billing and delivery.

Competition Stages	FMA Ticket Order Provision Deadline - Centralised Matches	FMA Ticket Order Provision Deadline - H&A
Group Stage	37 days prior to the first Match at each Venue	37 days before each Matchday
Round of 16 (1 and 2)	Together with the Group Stage	16 days prior to the first Round of 16
Quarter Finals (1 and 2)	37 days prior to the first Quarter Final	37 days prior to the first Quarter Final
Semi Finals	16 days prior to each Semi Final	16 days prior to each Semi Final
Finals (1 and 2)	16 days prior to the first Final	16 days prior to the first Final

After the ticket orders are received, the Host Organisation will advise the FMA Commercial Manager whether the orders can be filled as requested. The deadline for providing this confirmation is given below:

Competition Stages	Host Organisation Confirmation Deadline - Centralised Matches	Host Organisation Confirmation Deadline - H&A
Group Stage	33 days prior to the first Match at each Venue	33 days before each Matchday
Round of 16 (1 and 2)	Together with the Group Stage confirmation	15 days prior to the first Round of 16 Match
Quarter Finals (1 and 2)	33 days prior to the first Quarter Final	33 days prior to the first Quarter Final
Semi Finals	15 days prior to each Semi Final	15 days prior to each Semi Final
Finals (1 and 2)	15 days prior to the first Final	15 days prior to the first Final

If there are any issues regarding the purchase ticket order, the FMA Commercial Manager will help to resolve the said issues and agree to a finalised purchase ticket order.

Once the purchase ticket order is finalised, the Host Organisation must contact AFC Commercial Partners to facilitate payment and make delivery arrangements no later than five (5) days after receiving the confirmed purchase ticket numbers for Group Stage and Quarter Finals and no later than two (2) days for Round of 16, Semi Finals and Finals.

Tickets should be sent by tracked courier and the tracking numbers be shared with the AFC Commercial Partner.

5.4 E-TICKETING

Overview

Where Host Organisations have implemented an Electronic Ticket (E-ticket) system and wish to utilise such system for the issue of tickets for this Competition, approval must be sought from the AFC. This section outlines the procedure and timelines for the issue of FMA and AFC Commercial Partner tickets, if use of an E-ticket system is approved by the AFC.

E-Ticketing System

Host Organisations must advise the FMA Commercial Manager which ticketing system will be used for the upcoming Season during the Site Visit. If the Host Organisation's E-ticketing system has not been used in previous AFC Matches, it is their responsibility to seek approval from the AFC.

Host Organisations who gain AFC approval to use their E-ticketing system will be permitted to deliver tickets in E-ticket format.

As is the case for physical tickets, the design of the E-ticket will need to follow the design guidelines set out in the AFC provided Ticket Template including a clear indication of AFC Commercial Partner logos and zoning requirements as per instructions.

E-Ticketing Timelines and Delivery

E-ticketing follows the same order and delivery timeline as physical tickets. The below table outlines the procedures and timelines for the delivery of complimentary E-tickets .

Host Organisations receive the complimentary ticket order from the FMA Commercial Manager:

Competition Stages	FMA Ticket Order Provision Deadline - Centralised Matches	FMA Ticket Order Provision Deadline - H&A
Group Stage	37 days prior to the first Match at each Venue	MD-37 days
Round of 16	Together with Group Stage deadline	MD-11 days
Quarter Finals	MD-37 days	MD-37 days
Semi Finals	MD-11 days	MD-11 days
Finals	MD-11 days	MD-11 days

After the Host Organisation receives the ticket order, E-tickets should be sent to the FMA Commercial Manager via email in accordance with the following timeline.

Competition Stages	E-Ticket Delivery Deadline - Centralised Matches	E-Ticket Delivery Deadline - H&A
Group Stage	MD-30 days	MD-30 days
Round of 16	Together with Group Stage delivery	MD-30 days
Quarter Finals	MD-30 days	MD-10 days
Semi Finals	MD-10 days	MD-10 days
Finals	MD-10 days	MD-10 days

E-Ticket Files

Each ticket needs to be in a single PDF file. Ticket delivery will need to reflect the ticket order and be grouped into a zip (compressed) file per Match, per AFC Commercial Partner, and per zone. See illustration below:

ZIP File Structure

[Host Organisation Name]

- [Match]
 - [Partner name]
 - VIP Zone
 - Individual ticket (one per file) with ticket number or ID
 - Zone A
 - Individual ticket (one per file) with ticket number or ID
 - Zone B
 - Individual ticket (one per file) with ticket number or ID
- [Match 2] if sending tickets for whole Group Stage
 - as per the above
- [Match 3] if sending tickets for whole Group Stage
 - as per the above

An MS Excel list of all ticket numbers, split by Partner and then by zone should also be provided along with above Zip file, so that the Commercial Manager can easily identify to the Host Organisation any ticket being returned.

Sanctions may be imposed by the AFC should delivery deadlines not be met. Additionally, if tickets are not received, the Host Organisation may be required to print the entire ticket allocation and arrange for on-site distribution including the provision of a ticket collection booth/window and staff.

Qualification to Group Stage from Play-Offs

In the event that a Participating Club progresses from the Play-Off Stage into the Group Stage and the time period between the confirmation of such progression and the scheduled home Match in the Group Stage is less than 30 days, such Participating Club must provide the FMA Commercial Manager with the relevant complimentary tickets for the home Match no later than seven (7) days after the confirmation of its qualification.

In order to ensure sufficient time for all parties to manage this Play-Off qualification scenario, the Host Organisation is encouraged to issue tickets ahead of their potential qualification with the unknown opposition team name appearing on the ticket defined as per the AFC recommendation.

5.5 VIP HOSTING

Overview

The Host Organisation will be required to host AFC Commercial Partner VIP guests in the appropriate lounge when Hosting is available. Such Hosting shall be defined and agreed between the Host Organisation and the FMA Commercial Manager during Site Visits.

VIP Hosting Alignment

During the Site Visit, the Host Organisation shall inform the FMA Commercial Manager what Hosting facilities and services will be provided on Matchdays. Expectation for Hosting includes access to an existing premium lounge area (shared or exclusive), as well as food and beverages services. A dedicated entrance and parking passes or drop-off area near the VIP entrance, as well as facilitated access check might also form part of the Hosting services. The Host Organisation should inform the FMA Commercial Manager of any requirements (e.g. guests details, dress code) and deadlines, where applicable.

VIP Hosting Invitations

If invitations are required to access Hosting areas, The FMA Commercial Manager will collate and submit VIP guest information to the Host Organisation as per their requirements and deadline.

The Host Organisation should send the VIP invitations to the FMA Commercial Manager for distribution, at latest nine (9) days before each Matchday. Both physical and electronic VIP invitations follow the same timeline. The delivery address will be confirmed by the FMA Commercial Manager at the Site Visit.

VIP invitations should be sent by tracked courier to the FMA Commercial Manager and the tracking number provided.

Host Organisation Actions

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
VIP Hosting Information	Inform VIP Hosting location, capacity, services and corresponding seats.	Site Visit (if occurring) and no later than 60 days prior to the first Match at each Venue	Site Visit
VIP Hosting Access Routes	Indicate access routes from Parking/drop-off to VIP entrance, Hosting area and to seats.	Site Visit (if occurring) and no later than 60 days prior to the first Match at each Venue	Site Visit
VIP Hosting Requirements	Advise VIP submission requirements (e.g. guest details, dress code, opening hours) and deadlines.	Site Visit (if occurring) and no later than 60 days prior to the first Match at each Venue	Site Visit
VIP Invitations	Provide VIP invitations to the FMA Commercial Manager for distribution.	MD-9 days	MD-9 days
Parking	Provide the required VIP parking passes to the FMA Commercial Manager.	MD-9 days	MD-9 days

5.6 OFFICIAL PRODUCTS AND EQUIPMENT

FMA shall be responsible for the supply of any official products or sponsored Competition-related equipment. In the absence of sponsored product/equipment, the Host Organisation and Participating Teams will be responsible for the provision of any required items e.g. water or isotonic drinks, ice boxes, etc. as per the AFC Competition Regulations. Any such items must be clean of any commercial branding.

Where no supply of official products and/or equipment is made available by FMA prior to the Group Stage, FMA reserves the right to provide such items at later stages of the Competition.

Although FMA's intent is to minimise logistical implications for the Host Organisation, in the event that support is required, the Host Organisation shall assist FMA by:

- liaising with the relevant local authorities, submitting any necessary paperwork or assisting with the appointed courier to ensure customs clearance of any official products and/or equipment.
- taking receipt of any deliveries as required; and
- arranging for proper storage and safe-keeping of items once received.

Timelines and Host Organisation Actions

Where there are official products or equipment provided by FMA or AFC Commercial Partners, FMA shall coordinate delivery and storage of such items with each Host Organisation, as per the below schedule:

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Delivery Details	Host Organisation to confirm with FMA Commercial Manager address and contact for any deliveries.	Site Visit (when occurring) or no later than 35 days prior to the first match at each Venue.	Site Visit
Storage Location	Host Organisation to identify secure locations where items will be stored and available for collection by FMA or AFC Partners during Matchweek.	Site Visit (when occurring) or no later than 35 days prior to the first match at each Venue.	Site Visit
Official Products and Equipment Confirmation	FMA Commercial Manager to confirm list of official products and equipment expected per Match with the Host Organisation.	21 days prior to the first Match at each Venue	MD-21 days
Delivery Schedule	FMA Commercial Manager to confirm any official product or equipment delivery dates and contact details ahead of each Match.	10 days prior to the first Match at each Venue	MD-10 days
Customs Clearance and Duties	Host Organisation to ensure items clear customs promptly.	As required	As required
Receipt of Goods Delivery Confirmation	Host Organisation to take receipt of any product / equipment and notify the Commercial Manager that items have been received.	On day of receipt	On day of receipt
Storage	Host Organisation to ensure secure storage of items until FMA / Commercial Partner collection during Matchweek.	From delivery until collection	From delivery until collection

5.7 FOOTBALLS

Match and training footballs for this Competition will be manufactured and supplied by Molten. Footballs will be sent to each Participating Team by the AFC. Quantities and delivery timelines will be confirmed by the AFC directly.

2021 Official Match Ball

The 2021 AFC Champions League Official Match Ball will be the Molten Vantaggio 5000.



Allocation

Each Club participating in the centralised Group Stage can expect to receive an allocation of training balls from the AFC, while an additional allocation of Match Balls will be sent to the Host Organisation of each group. FMA will provide, store and manage the Press Conference display ball for all Matches.

Usage

Participating Teams are required to use the supplied training footballs for Official Training and Match warm-ups during this Competition. New footballs received for each Match must only be used as Match Balls for that respective Match. Away Teams are required to bring and utilise their own official footballs for Official Training and warm-up, as provided by the AFC to each team.

Host Organisation Actions

Item	Host Organisation Actions	Due
Receipt and Audit	Host Organisation to confirm receipt of all mentioned footballs to the AFC. Missing items must be reported to the corresponding sending party immediately.	On delivery
Storage	Each Host Organisation will be responsible for the secure storage of footballs and their delivery to the Match Venue for Matchday.	From initial receipt until MD-1 of each Match.

5.8 CONCESSIONS

In the instance that AFC Commercial Partners have been granted the rights to sell their products on-site in existing concessions, the Host Organisation will need to ensure that the sale of any Partner goods is integrated within the Host Organisation's usual Matchday operations. Host Organisations will then be responsible for ensuring:

- concessions are clean of any competitive third party branding;
- the set-up and operation of concession outlets or stands as per usual practice (staff provision and concession management);
- provision of facilities and infrastructure such as storage, utility services (power, water, internet), and access;
- brand visibility for Partners through the provision of sales equipment and point-of-sale (POS) items (subject to supply agreement with the Partner); and
- no royalties or other charges are imposed on FMA or Partners for the sale of AFC Commercial Partner's products or use of the facilities.

When Partners plan to operate a separate concession, the Host Organisation will provide support in terms of space allocation, storage, utilities services and access.

Should a Concessionaire be unable to facilitate the sale of an AFC Commercial Partner's product, the AFC must be advised in writing.

8 ACTIVATIONS

6.1 AFC COMMERCIAL PARTNER ACTIVATION CATALOGUE

AFC Commercial Partners have the right to activate at all Matches of the Competition. A summary of approved activations is given below with the full Competition Activation Catalogue provided as Appendix A. This catalogue may be updated whenever the AFC approves additional Partner rights.

The FMA Commercial Manager will advise the Host Organisation during the Site Visit, which activities from this list are likely to be activated at their Venue. The confirmed list of activations for each Match will be advised by the FMA Commercial Manager on a Match-by-Match basis, according to the timelines provided. On some occasions, it might be necessary to facilitate activations at shorter notice than communicated in the timelines. In such an instance, FMA and the Host Organisation shall evaluate the impact of the activation and the ability to facilitate such requests.

The approval or implementation of AFC Commercial Partner activations in 2021 may be impacted by COVID-19.

Fanzone and Commercial Display Areas

One essential part of Partners' activation opportunities is the set-up of display booths either in a dedicated Fanzone or in other key areas around the Venue.

During the Site Visit, the FMA Commercial Manager will identify a common commercial area where Partners will be able to display their products, distribute giveaways and generally promote their brands. This area will need to be situated in a high traffic area in order to engage as many fans as possible. In some instances, and depending on space availability, Partners may look at having Commercial Displays installed outside of the Fanzone in other areas of the Venue, such as on the concourse, or in media or hospitality areas.

Activation Catalogue Summary

The following table provides an overview of the activations that are approved for this Competition by the AFC. The Competition Activation Catalogue including details of any Host Organisation involvement or requirements can be found in Appendix A.

In the case of centralised Matches, the Host Organisation action deadlines provided in the catalogue should be read to mean ahead of the first Match at each Venue only.

Team Arrival Related	Pre-Match Ceremony	Match Observation / Tours	Giant Screen Related	Awards	Fan Related	Product Promotion
Player Arrival Footage	Ball Kids	Award Ceremony Observation	Countdown To Kick Off	Player of the Match	Branded Mascot	Mini Match Ball Giveaway
Player Arrival Observation	Centre Circle	Best Seat In the House	Giant Screen Fan Engagement	Trophy Handover	Fan of the Match	Partner Booths
Team Match Arrival	Cheerleader Performance	Kick-Off Viewing Experience	In-Venue Line-Up Announcement	Final Ceremonies: Cabin Crew Post-Match Integration	Fan Mosaic	Premium Distribution
	Coin Toss Winner	Pitch-Side Final Whistle Experience	TVC and PA Announcements		Fan Reporter	Product Placement
	Final Ceremonies: Cabin Crew Pre-match Standing Line-Up	Stadium Tour	Field Photographer			
	Line-Up Kids	Tunnel Experience	MD-1 Official Training Viewing			
	Official Match Ball Delivery	Warm-Up Observation	Play on the Pitch			
	Pre-Match (Or Half-Time) Engagement		Stadium Prize Draw			
			Super Fan			
			VR Fan Engagement			

Timeline

Item	Action	Due
Confirmed Match Activation List	FMA Commercial Manager provides confirmed activation list to Host Organisations on a Match-per-Match basis for H&A Matches. For centralised Matches, activations for all Matches at each Venue will be confirmed 21 days prior to the first Match at each Venue.	MD-21 days
Accreditation Requirements	FMA Commercial Manager provides accreditation requests to Host Organisations for production.	MD-10 days
Accreditation Card Distribution	FMA Commercial Manager to collect accreditation cards from Host Organisation.	MD-2

6.2 ACTIVATION APPROVALS

Activation opportunities are an essential asset for AFC Commercial Partners, increasing their value of, and interest in a Competition, as well as enhancing the fan experience at the Match.

FMA will inform the Host Organisation of AFC Commercial Partners' activation plans leading into each Match. It is the responsibility of the Host Organisation as the event organiser, to undertake any required approval procedures with the local authorities for these activities. If a Partner is required to provide any specific

documentation as part of this approval process, the Host Organisation should inform the FMA Commercial Manager at the Site Visit, confirming a full list of what must be compiled and submitted so that instruction can be passed on to Partners.

In the event that certification or permits need to be secured by the Partner itself, the Host Organisation must ensure that this is clearly communicated to the FMA Commercial Manager at the Site Visit, and all necessary details provided.

If additional details, either not yet communicated or due to changes in the local process, are required from the Partner for activation approval, the Host Organisation must advise the FMA Commercial Manager immediately.

7 BROADCAST OPERATIONS

7.1 VENUE INFRASTRUCTURE AND REQUIREMENTS

All Host Organisations are required to deliver specific levels of broadcast infrastructure and meet the requirements and obligations outlined within these guidelines.

Comprehensive details of the facilities and infrastructure to be provided by the Host Organisation are defined below and should be reviewed and agreed with the FMA Broadcast Manager during the Site Visit.

Finalised production plans, including any changes to camera positions and bookable spaces will be confirmed to the Host Organisation by FMA as soon as reasonably possible and no later than MD-10.

7.2 BROADCAST COMPOUND



A secure area with fencing where necessary (to be confirmed on the Site Visit by the FMA Broadcast Manager) either within, or adjacent to the Stadium of at least 2200m² of useable space (exact size to be confirmed after the Site Visit) must be provided by the Host Organisation to act as the official Broadcast Compound for each Match.

The surface and the layout of the Compound must be:

- Suitable for the parking of large and heavy OB vehicles
- Level and fully paved
- Well lit
- Have adequate drainage in case of rain
- Allow for easy vehicular access

The Broadcast Compound should be located on the same side of the Stadium as the main camera platform to reduce the length of broadcast cabling and supporting infrastructure required.

Cable routes should not cross VVIP access routes, team access routes and any general public access routes.

The Broadcast Compound should also have clear line of sight from the SNG satellite truck up to space, or a separate location will be required. This will be confirmed by the FMA Broadcast Manager on the Site Visit.

The size of the Broadcast Compound may need to be increased if higher media interest demands it, and this will be communicated by FMA at the earliest opportunity.

7.3 BROADCAST WORKING ROOM - ELECTRONIC FIELD PRODUCTION / FLYPACK

For Matches where the Host Broadcaster will use a portable (Flypack) TV production system instead of an OB truck, a suitably sized TV Working Room must be provided.

The room should come equipped with:

- Adequate air-conditioning
- Sufficient desks to support all necessary broadcast equipment
- Sufficient moveable chairs for the broadcast crew
- Suitable Stadium power with sockets, lighting, and internet connectivity

The size and requirements of the Broadcast Working Room will be confirmed by the FMA Broadcast Manager on the Site Visit.

7.4 SECURITY

Dedicated, manned security must be provided at the following broadcast locations and at the following times:

Location	Time Security is Required
Broadcast Compound	24-hour security from 08:00 on MD-1 (or earlier if requested on the Site Visit by the FMA Broadcast Manager), until the departure of all broadcast personnel and equipment after the end of the Match.
Official Training sessions	During the official Media access window at each Official Training session on MD-1.
Broadcast Technical Installations (e.g. commentary positions, studios etc.)	From the start of installation on MD-1 or earlier if requested by the FMA Broadcast Manager on the Site Visit, until the departure of all broadcast personnel after the Match.

7.5 POWER



Where there is a local-grid power source established within the Stadium that is deemed suitable for use by the Host Broadcaster, the Host Organisation must make this power supply available to the Broadcast Compound from 08:00 on MD-1 until 2 hours after the end of the Match.

If the local grid power is not sufficient and/or stable, the Host Broadcaster must provide alternative power to the Broadcast Compound themselves.

It is also the responsibility of the Host Broadcaster to ensure that power to the Broadcast Compound is:

- Fully redundant with back-up power provided
- Sufficient to supply both their own and all other Broadcast Partner needs
- Is both stable and suitable for use

Host Organisations must ensure Stadium power is provided to all other broadcast facilities within the Stadium including commentary positions, pitch-side presentation positions, stand-up positions, flash interview positions, studios, Mixed Zone and the Press Conference room.

7.6 PARKING

Where possible, broadcast parking spaces should be located near to the Stadium media entrance to facilitate the loading and unloading of broadcast equipment.

Where sufficient parking space is not available near the entrance, the Host Organisation must designate a suitable, dedicated drop-off point for both personnel and equipment.

The location of parking spaces will be confirmed on the Site Visit by the FMA Broadcast Manager, and the number of parking spaces required will be confirmed on MD-10.

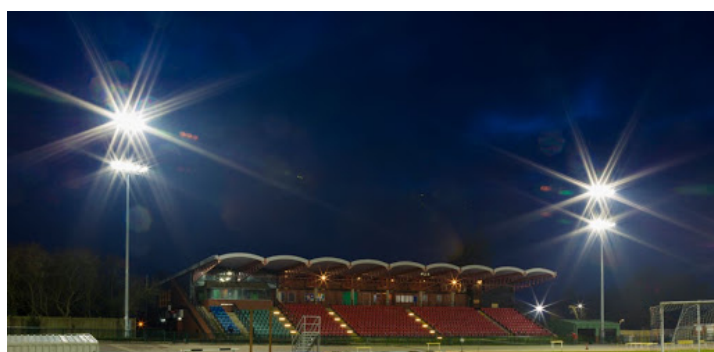
7.7 STADIUM LIGHTING

For all Matches played under floodlights, the average level of illuminance, its uniformity, glare and colour temperature must all correspond to the broadcast requirements as set out in the official AFC Stadium Lighting Guide.

The standard of lighting required for each Match falls into one of four categories, with the highest requirements for Category 1 Matches, reducing to Category 4.

To summarise, the lighting requirements for the AFC Champions League are:

Competition Stage	Category	Illuminance Detail
Group Stage through to Semi Finals	2	Average level of horizontal illuminance of 1800 Eh (lux). Uniformity ratios U1 = 0.5 and U2 > 0.7 Average level of vertical illuminance of 1000 Ev (lux). Uniformity ratios U1 = 0.4 and U2 > 0.5



Should there be a power failure during a Match, the Stadium back-up power must be capable of operating the Stadium lighting to the following levels in Match Continuity Mode (MCM):

Category	MCM Illuminance
2	Average level of horizontal illuminance of 1200 Eh Average level of vertical illuminance of 700 Ev

Adequate working light levels must also be maintained within the Stadium post-Match to allow for the safe pack up and de-rig of all broadcast equipment.

7.8 CABLING

Each Host Organisation must provide the necessary cabling infrastructure (e.g. cable bridges, hooks, pathways) to enable the Host Broadcaster to install all cabling safely and securely. These requirements will be determined at the Site Visit and be communicated to the Host Organisation in the Site Visit report to allow sufficient time for installation.

Where suitable pre-cabled systems are already in place within a Stadium, these should be provided for use to the Host Broadcaster and other Broadcast Partners. However, there is no obligation on the Broadcasters to use these systems. If they choose to still run their own cables, and this requires additional cable bridges, hooks and pathways, then these must still be provided by the Host Organisation.

7.9 STADIUM FEEDS

All HD/SDI cabling to deliver the Multilateral World Feed (with graphics) to the Stadium Audio Visual (AV) access point / control room will be provided by the Host Broadcaster.

The Host Organisation is responsible for all onward distribution of the signal from the Stadium AV access point / control room to all other spaces, including but not restricted to the Media Centre, Media Tribune, VIP / Hosting areas, Doping Control Room and all AFC requested work areas (e.g. AFC Secretariat, AFC Commercial Partner offices and Referee Assessor positions etc.)

7.10 STADIUM PA SYSTEM

The Host Organisation must ensure that the Host Broadcaster has access to the Stadium PA system audio output.

The Host Broadcaster is responsible for the necessary cabling between the PA System room and the Broadcast Compound.

The Host Organisation must also ensure that any PA speakers in the vicinity of the commentary positions are turned off before Matchday.

7.11 AIRSPACE

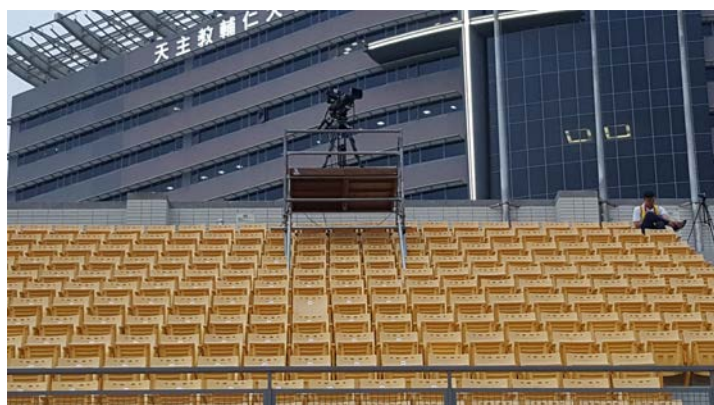
The Host Organisation must assist the Host Broadcaster to gain all necessary access and permissions to the airspace at any Stadium where the Host Broadcaster plans to conduct aerial filming using a helicopter, drone or similar.

Notice of these requests will be given by the FMA Broadcast Manager as soon as reasonably possible.

7.12 CAMERA PLATFORMS

The Host Organisation must provide suitable space and camera platforms within the Stadium as required to deliver the Host Broadcast camera plan. The exact location of, and size of these platforms will be identified on the Site Visit and confirmed no later than MD-12.

Each standard camera platform must have a minimum working footprint of 2m x 2m. The main camera platform for Camera 1 and 2 must have a minimum working footprint of 6m x 2m.



Any temporary platforms must be constructed of aluminium or steel scaffolding with adequate safety rails and solid, unshakeable floors. All platforms must be checked and fully approved by the relevant national safety authorities before handover to the Host Broadcaster. Clear access routes must be provided to allow for cameramen and camera equipment to access the platform.

The construction and positioning of camera platforms may require, where necessary, the removal of seats and / or the non-sale of tickets in certain areas (seat kills) to allow for adequate working space and to give cameras a clear line of sight to all corners of the Field of Play (FOP).

If any camera platforms are to be constructed in temporary seating tribunes, they must be fully independent of the main tribune structure to avoid vibration and shake to the camera when spectators move around.

For Matches where additional specialised cameras are part of the Host Broadcast camera plan, for example Jimmy Jibs (hand operated cranes) and aerial camera systems (including SpiderCam), additional working areas will be required close to the FOP.

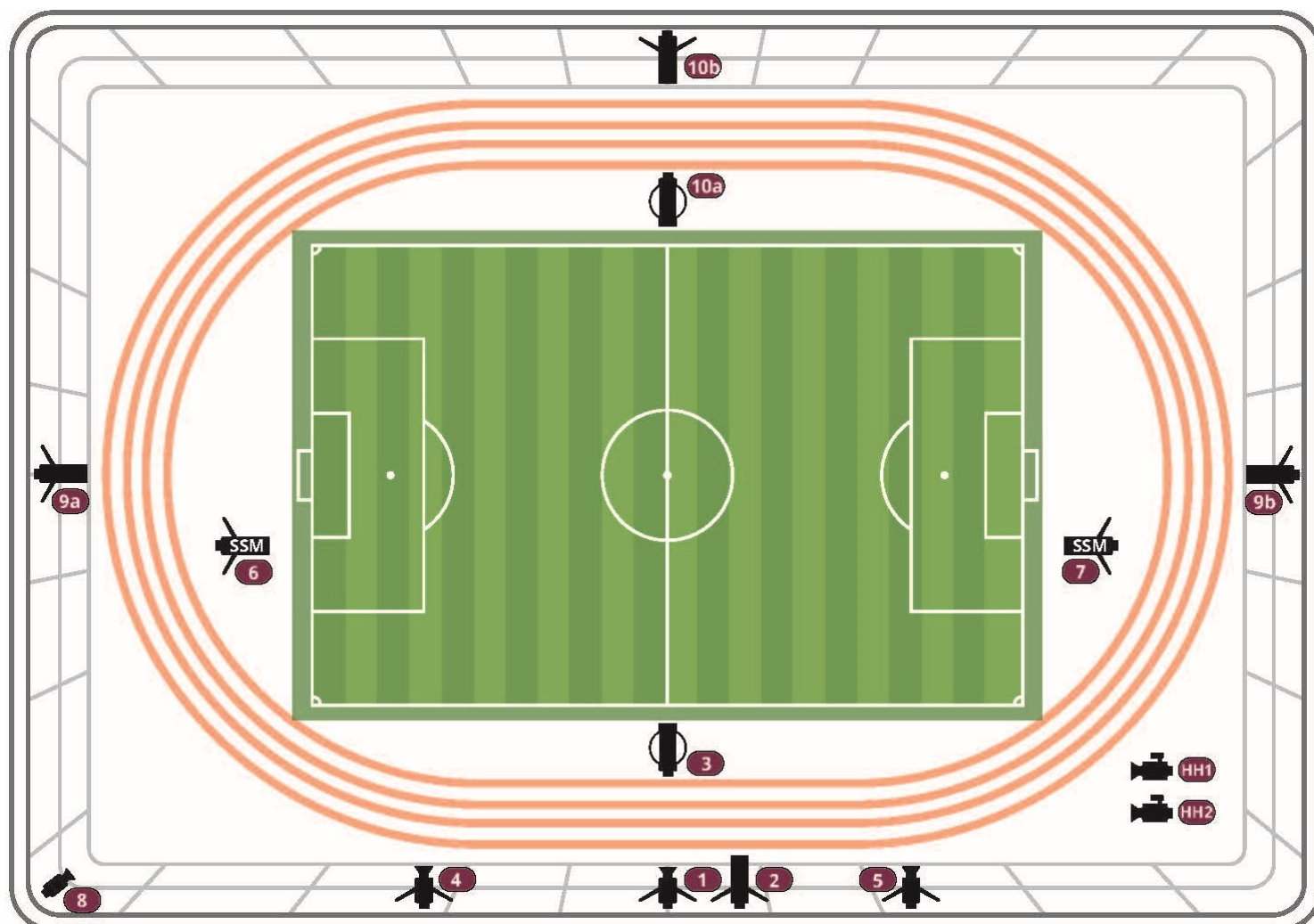
These requirements will be confirmed by the FMA Broadcast Manager on the Site Visit.

7.13 HOST BROADCAST CAMERA PLAN

To ensure consistency of coverage, all Host Broadcasters must deliver the minimum camera requirements as laid out in the camera plan, both in terms of the number of cameras and also their positioning. Additional cameras can be added by the Host Broadcaster, with their positions subject to AFC approval. The implementation of the camera plan will be evaluated during the Site Visit and will be confirmed on a per Venue basis with the AFC prior to the start of the Competition.

For all Matches (except Finals), there must be a minimum of 10 camera coverage (see camera plan and camera narrative), with each camera meeting the following requirements:

10 Camera Plan



Camera Narrative, minimum 10 camera Match coverage

Cam	Mount	Location	Coverage
1	Tripod	Mid-level platform, main VIP stand	Master wide shot of Match coverage
2	Tripod	Mid-level platform, main VIP stand. Next to camera 1	Ball follow and close-ups of players / action
3	Low camera seat	Pitch-side, on halfway line	Player close-ups
4	Tripod	Mid-level platform, main VIP stand exactly on 16m line	Offside
5	Tripod	Mid-level platform, main VIP stand exactly on 16m line	Offside
6	Tripod	Pitch-side, behind goal line on the main camera side	Goals / penalty box replays
7	Tripod	Pitch-side, behind goal line on the main camera side	Goals / penalty box replays
8	Tripod / Clamp	High, corner of the Stadium	Panoramic Stadium wide shot

Cam	Mount	Location	Coverage
9a / 9b	Tripod	High behind goal, either left or right	Goals / penalty replays
10a / 10b	Tripod	Mid-level platform, directly opposite camera 1 OR Pitch-side, opposite camera 3 in line with halfway and behind the FOP perimeter boards	Team benches / Reverse angle replays
HH1	Handheld		Pre / post-Match filming
HH2	Handheld		Pre / post-Match filming

Note: Two (2) cameras to be assigned as handhelds to cover all pre and post-Match requirements

7.14 COMMENTARY POSITIONS

Two (2) enclosed commentary positions (measuring at least 3m x 3m) must be provided in the same stand as the main cameras at each Stadium, and at a height sufficient to give commentators a clear view of all four corners of the pitch.

Each position should come equipped with:

- Air-conditioning or heating as appropriate
- A desk (1.8m x 0.8m)
- Three (3) moveable chairs
- Suitable power with sockets, lighting, internet connectivity

Six (6) non-enclosed commentary positions must also be provided in the same stand as the main cameras at each Stadium, in-between the pitch 16m lines and at a height sufficient to give commentators a clear view of all four corners of the pitch, unobstructed by structures and / or people moving within the seating area.

Each position must be separated from other commentary positions by a plastic screen or gangway, whilst allowing adequate space for access without interfering with commentators in adjacent commentary positions.

Each position should come with:

- Desk space of at least 1.8m x 0.8m
- Floor space of between 1.8m to 2m in width (including the 0.8m desk space) to allow for the movement of people behind the seated commentators
- Three (3) moveable chairs
- Suitable power with sockets, lighting, internet connectivity

The location of the commentary positions should usually be within the Media Tribune. Where there is a bespoke commentary position that is separate from the Media Tribune, this will be evaluated during the Site Visit and confirmed on a per Venue basis with the AFC before the start of the Competition.

All commentary positions must have adequate dedicated security and must not be accessible by the general public.

In all instances, the location of the commentary positions needs to be considered in accordance with the AFC's access control policy and the access routes within the Stadium.

For the AFC Champions League Semi Finals and Finals, additional non-enclosed commentary positions may be requested if there is additional demand from Broadcast Partners.

All commentary positions must have adequate dedicated security and not be accessible by the general public.



7.15 OBSERVER SEATS

In addition to commentary positions, up to thirty (30) observer seats must be provided at all Matches, all clearly marked and either close to, or adjacent to the commentary area.

Their location and access routes will be identified by the FMA Broadcast Manager at the Site Visit.

All seats should be clearly marked on Matchday and will be managed by the FMA Broadcast Manager.

7.16 PRESS CONFERENCE



All official Press Conference rooms should have a suitable raised camera platform of at least 12m x 2m (at a height of at least 0.4m) at the rear of the room, which allows a clear line of sight to the top table for the Host Broadcast and other ENG cameras.

An audio distribution box with a minimum of ten (10) XLR outputs of the Press Conference audio feed must be provided at the raised platform to enable camera crews to take a clean recording of the audio from the Press Conference microphones.

A suitable raised platform of at least 6m x 2m (at a height of at least 0.4m) must be provided at the front of the room for the top table to be used by team coaches and players.

The top table must be lit to a standard suitable for broadcast coverage using a sufficient number of professional lights to achieve a minimum of 600lux (V) evenly across the stage.

No microphones, either broadcast, written press, or radio are allowed to be placed on the Top Table. The only microphones allowed on the Top Table are those providing the audio of the Press Conference to the Stadium PA system and the audio distribution box.

7.17 PITCH-SIDE STAND-UPS

Each Host Organisation must ensure that space is allocated next to the FOP for Broadcast Partners to conduct pre-Match and post-Match pitch-side stand-ups.



This space should be positioned between the corner flag and the team medical bench, on both sides of the pitch (subject to the Stadium layout), and will be confirmed on the Stadium Site Visit by the FMA Broadcast Manager. Pre-confirmed bookings and the use of this space will be managed on Matchday by the FMA Broadcast Manager.

7.18 FLASH INTERVIEW POSITIONS



Each Stadium must ensure space is allocated for up to four (4) post-Match flash interview positions for the Multilateral World Feed and Unilateral Broadcast Partners. These should be located close to the substitutes benches and the dressing rooms (with the exact location to be confirmed at each Stadium by the AFC) and each interview position should have a footprint that measures 3m x 2m.

7.19 MEDIA BACKDROPS

The official media backdrops to be used for all Press Conferences, pre-Match and post-Match interviews as well as in the Mixed Zone, will be provided by the FMA Venue Team.

7.20 STUDIOS / PRESENTATION PLATFORMS

The Host Organisation, when requested, must provide spaces for use by the Host Broadcaster and the Broadcast Partners for use as studio and / or presentation positions on Matchday.

This should include a minimum of one (1) pitch view studio (or executive box) for the Host Broadcaster to use, and include:

- Floor to ceiling windows with an unrestricted view of the Field of Play
- At least 5m x 8m of open and usable space (with 4m ceiling height)
- At least 2 x 9000BTU of air-conditioning / heating as appropriate
- Stadium power

Where demand from Broadcast Partners exists, a second studio and / or presentation position matching the same requirements must also be provided. If no space is available, a temporary presentation platform meeting the same requirements can be provided.

Suitable spaces must be identified during the Site Visit by the FMA Broadcast Manager and the final requirements will be confirmed no later than 12 days before Matchday.

7.21 MIXED ZONE



Each Host Organisation must allocate a suitable space (ideally a room or a covered outdoor space) situated between the teams' restricted area and the team departure area, to serve as a Mixed Zone for post-Match interviews.

- The Mixed Zone must be divided into three (3) sections for Broadcast Partners, Press and Non-Rights Holders, with the Broadcast Partners section designated at the end of the Mixed Zone nearest to the changing rooms.
- The Mixed Zone must also have sufficient barriers / barricades of between 1-1.2m in height to segregate the teams from the Media
- All interviews must be filmed from behind the metal barricade, and in front of the official backdrop
- The Team passageway should be a minimum of 2m wide
- The media section should have a depth of at least 2.5m
- Each section should be divided into individual positions, with each allocated broadcast position 1.2m wide
- Have lighting sufficient for broadcast coverage

7.22 MEDIA ACCESS

A dedicated entrance must be provided at the Stadium to allow accredited Broadcast Partner personnel and cameras to gain access to the Stadium.

The accreditation of these crews will be managed by FMA in line with the official AFC accreditation procedure and policies.

The distribution of all broadcast-related accreditation at each Stadium will be the responsibility of the FMA Broadcast Manager.

The allocation of any pre-booked broadcast positions or facilities will be managed on-site by the FMA Broadcast Manager.

7.23 NON-RIGHTS HOLDERS (NRH)

On Matchday, the Host Organisation must ensure that all NRH cameras and recording equipment is signed in upon arrival and left at a storage facility within the Media Centre. Each Host Organisation must assign a Media Officer to manage the safe storage of all NRH equipment.

Under no circumstances may any cameras or recording equipment used by NRHs be allowed into the Stadium during the Match.

NRH equipment may only be collected 10 minutes before the end of the Match, at which time NRHs must then proceed directly to either the Press Conference room, or Mixed Zone.

Also note that:

- All NRH access is subject to AFC Approval
- No recordings can be made inside any controlled access area (including all Stadium concourses, spectator seating areas, Media Centre)

7.24 PARTICIPATING TEAMS MEDIA GUIDELINES - MATCH RECORDING

Each participating team has the right to film a Match for the purpose of internal technical analysis only. One (1) camera may be used and no professional broadcast equipment can be used to create this recording.

Each team should inform the FMA Broadcast Manager and the AFC of their request to film at the Match Coordination Meeting, and their assigned cameraman will be given a technical bib by the FMA Broadcast Manager on Matchday to ensure access to the correct position. This bib must be worn throughout the Match and returned to the FMA Broadcast Manager as soon as the Match has ended.

The camera position for these cameras will be decided at the Site Visit and the FMA Broadcast Manager will assign a space at Official Training on MD-1.

7.25 INTERNET

Stable internet of adequate upload/download speeds must be provided by the Host Organisation in the following locations:

- Press Conference Room (Wi-Fi)
- Commentary Positions (cabled ethernet and/or Wi-Fi)
- Media Centre and Media Tribune (cabled ethernet and Wi-Fi)

7.26 TELECOMS

During the Site Visit, the Host Organisation must confirm to the FMA Broadcast Manager and the Host Broadcaster which telecoms provider is used by the Stadium.

The booking and installation of any telephone, ISDN, and other dedicated internet lines that may be required is the responsibility of the Host Broadcaster and visiting Broadcast Partners.

The Host Organisation must, when asked, help to facilitate and assist with their installation and delivery.

8 SIGNAGE

8.1 STATIC SIGNAGE

FMA will use a contracted Signage Supplier to supply and install all the identified static signage at the Venue. Reporting directly to the FMA Commercial Manager, the Signage Manager will be on-site throughout the installation and dismantling of signage as well as managing Matchday operations and effecting repairs if required.

Static signage refers to fixed, printed signage (as opposed to LED or virtual signage). There are three categories of static signage that may be used at AFC Matches:

1. Field of Play (FOP) Signage
2. Media backdrops
3. Venue dressing

FMA requests the Host Organisation's assistance and cooperation to ensure the smooth delivery of all static signage operations at all Matches.

Please note, where Matches are played in a centralised format, installation will occur once ahead of the initial Match in each Venue and signage and equipment will then remain in-situ until all subsequent Matches are completed.

Field of Play (FOP) Signage

FMA will produce and manage the placement of the following signage on/around the FOP at each Match. The use of some of these items may depend on the commercial concept or the phase of the Competition.

Item	Dimension of Item	Quantity	Host Organisation Actions	Due - Centralised Matches	Due - H&A
3D Physical Goal-Side Mats	3.5m (w) x 10m-15m (l)	4	To provide a secure, temporary storage area throughout the event.	MD-2	MD-1
Centre Circle Banner	18m diameter	1	To provide a staging area near to the FOP or in one of the secondary pitch entry tunnels area for the banner. Staging area should be at least 20m x 3m.	MD-2	MD-1
Match Ball Stand	0.3m (w) x 0.3m (l) x 1m (h)	1	To ensure a staging area of not less than 1m ² near the players' entrance to the FOP.	Matchday	Matchday
Static FOP Perimeter	6m (w) x 1m (h)	42	Removal of any existing boards/structure around the FOP that might obstruct the installation.	MD-2	MD-1

Item	Dimension of Item	Quantity	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Boards (except China)					
Substitution Board Stickers	0.4m (w) x 0.1 (h)	2 per board	Remove or cover any existing commercial branding on the supplied boards. This does not apply if boards are supplied by Match Officials.	MD-2	Matchday
Team Benches (Reverse) - Banner Wrap	TBD at Site Visit	1 per bench	Removal of any existing commercial branding on reverse side of all benches (team, Match Officials etc.)	MD-2	MD-1
Team/Match Officials Benches (Front) - Stickers	0.6m (w) x 0.12 (h)	TBD	Remove or cover any existing commercial branding on front side of all benches (team, Match Officials etc.)	MD-2	MD-1

Media Backdrops

FMA will manage the production and placement of the following media backdrops at each Match.

Item	Dimensions	Quantity	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Flash Interview Backdrop	3m (w) x 2.2m (h)	4	Provide a staging area between the team benches and team dressing rooms where backdrops can be held for post-Match flash interviews. Staging area should be at least 2.5m high, and 5m in width.	Matchday	Matchday
Mixed Zone Backdrop	2m (w) x 2.2m (h)	4	Ensuring there is sufficient space for the installation of the backdrop: - 2.5m from the backdrop base to the ceiling - 10m in length	MD-2	MD-1
Press Conference Backdrop (Venue, and/or Official/Team Hotels)	4m (w) x 2m (h)	1	Removal of any existing backdrops in the area to be used for Press Conferences. Ensuring there is sufficient space for the set-up of the backdrop: - 2.5m from the backdrop base to the ceiling - 5m in width	MD-2	MD-1

Item	Dimensions	Quantity	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Prize Presentation Backdrop (e.g. Player of the Match, when activated by a Commercial Partner only)	2m (w) x 2.2m (h)	2	Provide a staging area between the team benches and team dressing rooms where backdrops can be held for post-Match prize presentations. Staging area should be at least 2.5m high and 2m wide.	Matchday	Matchday

Venue Dressing

FMA will produce and manage installation of the following Venue dressing elements at each Match. The use of some of these items may depend on the phase of the Competition.

Item	Dimension of Item	Quantity	Host Organisation Action	Due - Centralised Matches	Due - H&A
Tier Dressing (Semi Finals Only)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area.	MD-2	MD-1
Tunnel Branding (Semi Finals Only)	TBD at Site Visit	TBD	Remove or cover any existing commercial branding in the area.	MD-2	MD-1
Welcome Towers	0.9m (w) x 2m (h)	4	To ensure there is sufficient space by VIP/VVIP entrance, media entrance, and team arrival areas. Areas should be at least 2.5m high and 1m wide	MD-2	MD-1

8.2 FOP PERIMETER SIGNAGE

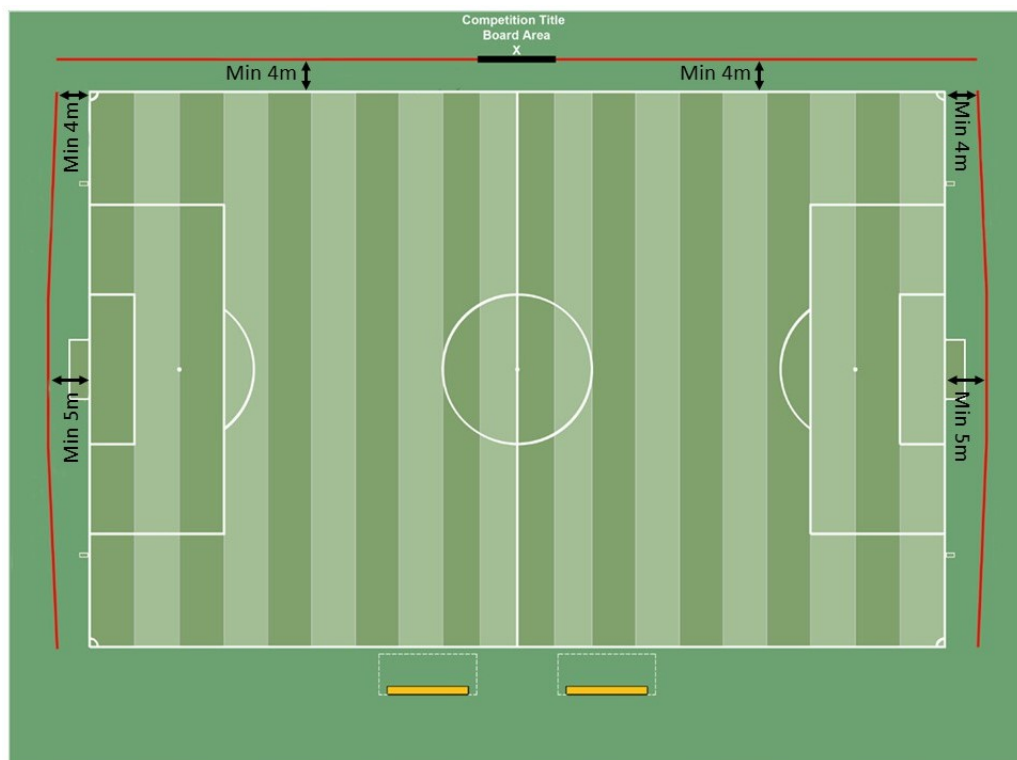
One of the following Field of Play (FOP) perimeter signage systems will be implemented at each AFC Match:

- Static boards
- LED boards (China Only)

Static Perimeter Boards

Static perimeter boards will be installed around the FOP as detailed below.

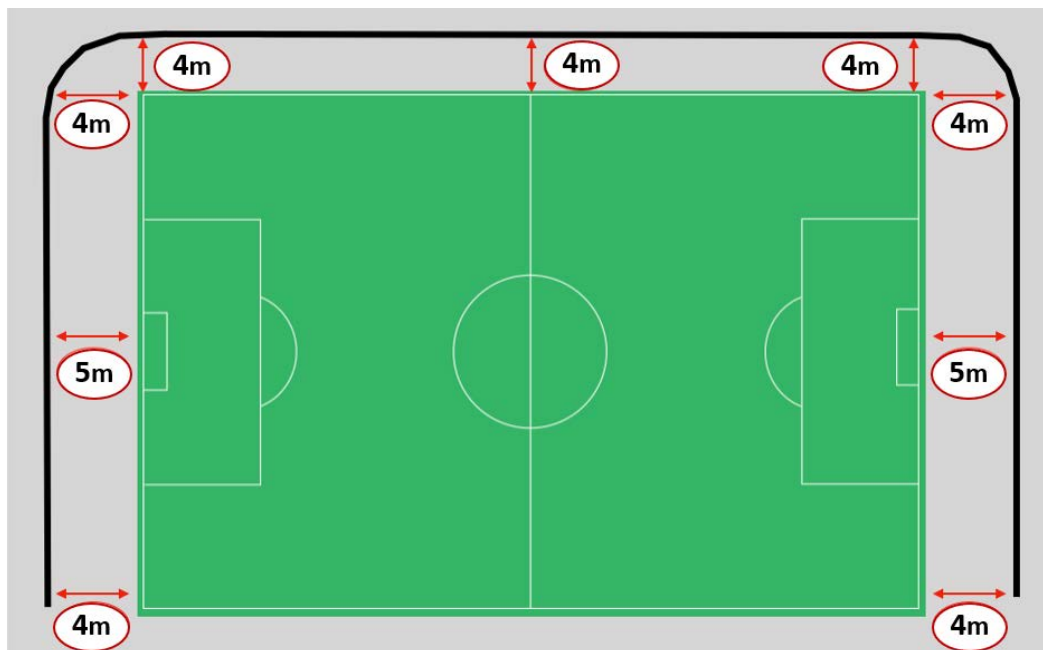
Perimeter boards will be placed at least 4m from the touchline and at least 4m behind the goal lines at all four corners and 5m behind the goals.



LED Perimeter Boards (China Only)

For Matches in China, 246m of 1m high LED perimeter boards will be set-up around the FOP perimeter. The LED boards will be arranged around the FOP as detailed below.

The LED perimeter boards will be placed at least 4m from the touchline and a minimum 4m behind the goal lines at all four corners and 5m behind the goals.



8.3 POWER

LED (China Only)

Where possible, FMA will use existing Stadium power to operate the LED FOP perimeter signage system. Should the Stadium power be insufficient or unsuitable, FMA will supply temporary power through generators. The LED signage system has the following power requirements:

Item	Set-Up Requirements
Number of Pitch-side Outlets	Five (5) outlets of 125A 380V Connector CEE 125A
Types of Pitch-side Outlet	CEE
Circuit Breakers	Must be equal to the ampere of the outlet
RCD	N/D
Power Required	MAX = 920W / sqm Average = 304W / sqm
Dedicated Lines	The power outlets used pitch-side must be on dedicated lines all the way to the power source.
Insufficient Power	If the Venue power is insufficient for LED board operations, adequate space close to the FOP will be required to locate power generators (Twin Pack) for LED operation. The area should be no smaller than 8m long x 8m wide 2.5m high and be accessible to allow for the delivery and refuelling of generators.

8.4 STORAGE AND WORKSPACE

FMA will arrange for the production, installation, dismantling, maintenance and storage of AFC signage elements at all Matches. The Host Organisation will be asked to support these operations through the provision of access, storage and workspaces.

Host Organisation Actions

Please note in the case of centralised Matches, spaces will remain in use until all Matches at the Venue have been completed.

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Static Signage Work Room	Provision of one (1) lockable room with minimum size of 10m ² , with adequate lighting. The room requires: • 4 x general power outlets • 2 x trestle tables • 4 x chairs • Wi-Fi • Large general waste bin • 2 x room keys	MD-2	MD-2
LED Working Room (China Only)	Provision of one (1) lockable room with minimum size of 10m ² , with adequate lighting. The rooms require: • 4 x general power outlets • 2 x trestle tables • 4 x chairs • Wi-Fi • Large general waste bin • 2 x room keys	MD-3	MD-2
LED Storage Room (China Only)	Provision of a storage area with minimum size of 6m x 3m and minimum height of 3m	MD-3	MD-2
Control Position	Provision of one (1) control position of a minimum size of 3m x 2m with 1.5m height for LED operation, adjacent to the FOP with a clear line of sight to all of the LED boards (front side).	MD-3	MD-2(China Only)
3D Physical Goal-Side Mats Storage Area	Provision of an undercover storage area near the FOP with a minimum area of 15m x 3m	MD-2	MD-1

Access Requirements

Static Signage

An unloading/holding/loading area will be required to accommodate two (2) x 10 tonne trucks near to the supplier room and FOP. Access is also required to the load zone, storage area, working room, FOP, Stadium bowl including grandstand fascia, pitch access tunnels, Press Conference room, Mixed Zone area, dressing rooms and VIP/VVIP areas for signage set-up and checks.

The Host Organisation shall be responsible for ensuring the security of all infrastructure and facilities provided at any Stadium.

LED Boards (China Only)

An unloading/holding/loading area will be required to accommodate up to three (3) x 40 foot articulated trucks near to the working room and FOP. Access is also required to the load zone, storage area, working room, FOP and pitch access tunnels during the system set-up and testing.

8.5 LICENSES AND APPROVALS

In the event that licenses, approvals, certification or permits need to be secured, the Host Organisation must ensure that this is in place before installation begins and it is clearly communicated to the FMA Commercial Manager at the Site Visit, and all necessary details are provided.

If additional details, either not yet communicated or due to changes in local process are required from the supplier for work to be undertaken, the Host Organisation must advise the FMA Commercial Manager immediately.

8.6 WORK SCHEDULE

The following table provides the timeframes for when signage activity will take place.

Please note, where Matches are played in a centralised format, installation will occur once, ahead of the initial Match in each Venue and signage and equipment will then remain in-situ until all subsequent Matches are completed.

Static Signage

Item	Due - Centralised Matches	Due - H&A
Signage team and truck arrives at the Venue to commence set-up and installation	MD-2	MD-1
Installation completed		
FOP perimeter board installation will be completed ahead of the first Official Training session	MD-1	MD-1
Venue walk-through and installed items check	Matchday	Matchday
Matchday set-up	Matchday	Matchday
Dismantling and logistics load-out	MD+1	MD+1

LED Perimeter Boards (China Only)

Item	Due - Centralised Matches	Due - H&A
LED crew site familiarisation	MD-3	MD-2
Load-in and set-up	MD-3	MD-2
LED system set-up	MD-2	MD-1
LED Broadcast tests - Stadium lights to be at Match level for testing	MD-2	MD-1
Walk-through checklist	Matchday	Matchday
Dismantling and load-out	MD+1	MD+1

APPENDIX A - ACTIVATIONS

BALL KIDS



		Host Organisation Actions	Due
Activation Description	Ball Kids are appointed to retrieve and resupply players with Match Balls to ensure play is resumed as quickly as possible. An AFC Commercial Partner may have the right to provide Ball Kids for this Competition.	N/A	N/A
Partner Participants	Number TBC per Match. Aged between 12-16 years old.	N/A	N/A
Participant Sourcing	By Activating Partner	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	One (1) x Coordinator with experience briefing and managing Ball Kids.	Matchday
Participant Uniforms	Provided by the AFC	N/A	N/A
Space Requirements	Holding room suitable for all Ball Kids and 2 x adults (Partner Chaperone and Host Organisation Coordinator)	Identify room and advise FMA	Site Visit
Accreditation	Host Organisation to provide FMA with required number of PAR accreditation cards for the Ball Kids plus 1 x PAR for the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Ball Kids programme ahead of each Matchday	N/A	MD-21 days
Parking	Upon request by FMA.	Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Catering	Where available, the Activating Partner	Host Organisation to facilitate order and	Matchday

		Host Organisation Actions	Due
	may wish to order F&B at their cost via Stadium catering	arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to invoice the Partner directly.	
Briefings	Ball Kids will be required to attend the Matchday briefing in order for them to successfully fulfil the role and duties on Matchday.	Host Organisation to advise briefing details including time and meeting point to FMA and conduct briefing on Matchday.	Matchday
What happens if an AFC Commercial Partner does not activate?	In the event that an AFC Commercial Partner does not take up the right to activate Ball Kids for a Match, FMA will inform the Host Organisation. The Host Organisation will then ensure that Ball Kids are organised for the normal operation of the Match. No commercial activities may be conducted around the Ball Kids programme. The Host Organisation may however apply to run non-commercial promotions, for which approval from the AFC will be required. The AFC or an AFC Commercial Partner may provide the uniform. If there is no uniform provided by AFC or a Commercial Partner and the Host Organisation wishes to provide a uniform, all uniforms must be unbranded and an image of the full kit must be submitted for approval.	Host Organisation to submit request to activate to the AFC. Image/photo of proposed uniform must be submitted for approval to the AFC. Host Organisation to source all participants and provide all requirements inc. tickets, F&B, accreditation etc.	FMA to inform of non-activation by MD-21 days Host Organisation to inform FMA of own sourcing details by MD-14

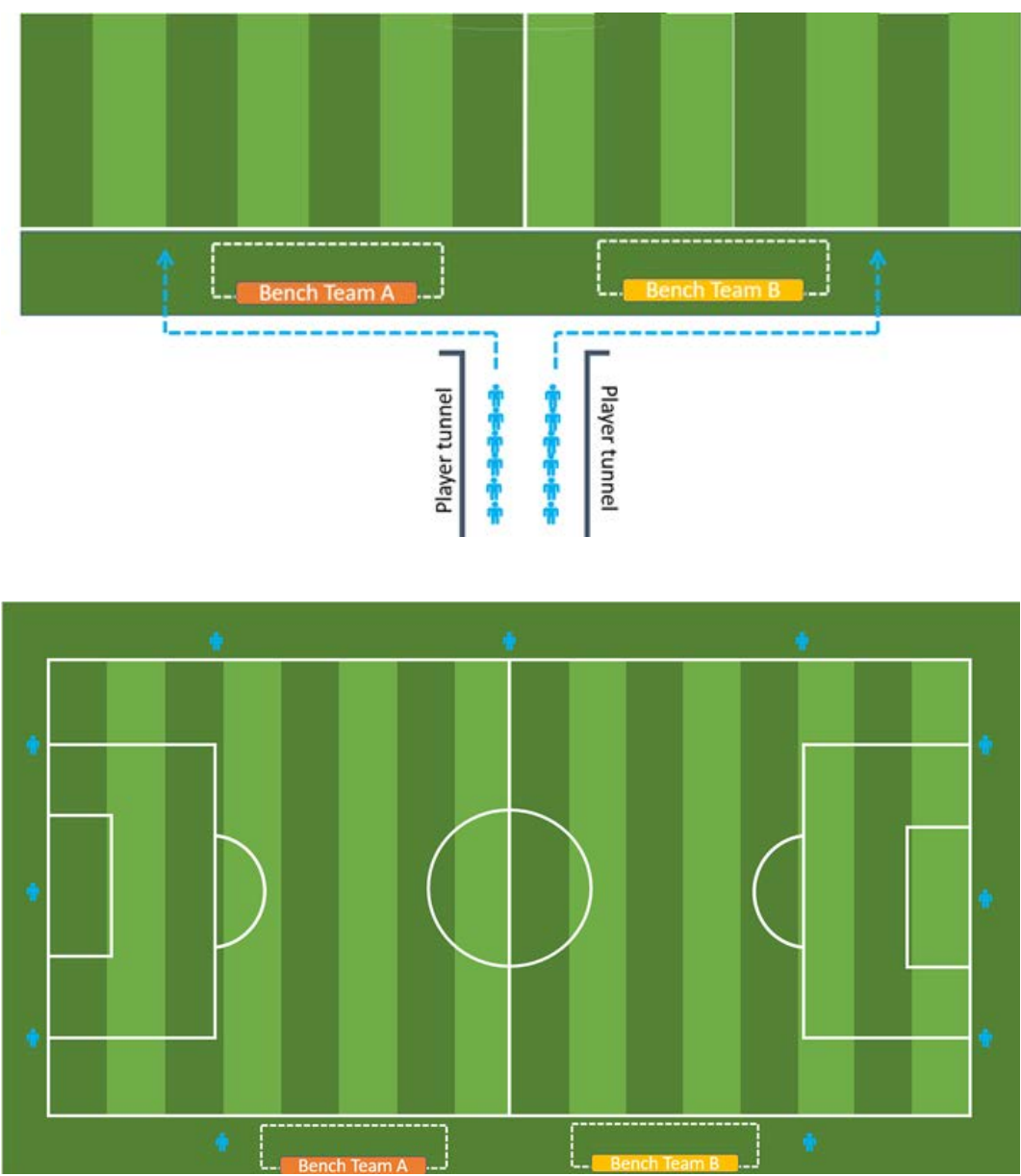
Rundown

	Time from KO	Responsibility
Meet and greet: Ball Kids enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-240'	Activating Partner, FMA
Briefing conducted pitch-side in the presence of the Partner Chaperone.	-230'	AFC, Activating Partner, FMA, Host Organisation Ball Kids Coordinator
On-pitch rehearsal and pitch-side photo opportunity.	-225'	Activating Partner, FMA, Host Organisation Ball Kids Coordinator
Ball Kids back to the designated holding room, catering served, and change into uniforms.	-210'	Activating Partner, FMA, Host Organisation Ball Kids Coordinator
Ball Kids move to their positions around the FOP prior to the players' warm-up commencing.	-55'	Host Organisation Ball Kids Coordinator

	Time from KO	Responsibility
Ball Kids leave the FOP for final bathroom break before the Match (if required.)	-20'	Host Organisation Ball Kids Coordinator
Ball Kids move to their positions around the FOP prior to the Pre-Match Ceremony commencing.	-10'	Host Organisation Ball Kids Coordinator
Ball Kids return to designated room and are dismissed by the Partner representative.	Full-time	Host Organisation Ball Kids Coordinator and Activating Partner

Please always refer to AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard



BRANDED MASCOT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner brings their corporate mascot to a Venue for pre-Match and Half-time entertainment to interact with fans (giveaways, photo opportunities etc.)	N/A	N/A
Partner Participants	One (1) x Mascot actor	N/A	N/A
Chaperones / Coordinator	One (1) x Partner Chaperone	N/A	N/A
Participant Uniforms	Mascot costume	N/A	N/A
Space Requirements	Holding room suitable for Mascot and Partner Chaperone.	Identify room and access with FMA	Site Visit
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Branded mascot ahead of each Matchday.	N/A	MD-21 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	Partner to receive 2 x PAR accreditation cards for the Mascot and Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: Mascot enters the Stadium accompanied by the AFC Commercial Partner representative and FMA Venue Team.	-180'	Activating Partner, FMA
Briefing conducted in holding room.	-170'	Activating Partner, FMA
Mascot escorted from holding room to agreed location to entertain and interact with fans (Fanzone, concourse, seating bowl, etc.)	-120'	Activating Partner

	Time from KO	Responsibility
Mascot returns to holding room and waits for Half-time.	KO	Activating Partner
Mascot escorted from holding room to agreed location to entertain and interact with fans.	+45'	Activating Partner
Mascot returns to holding room and dismissed by the Partner representative.	+70'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

CENTRE CIRCLE BANNER



		Host Organisation Actions	Due
Activation Description	During the Pre-Match Ceremony, participants will carry on to the centre of the pitch, a Centre Circle Banner which they will wave as players come out of the tunnel. An AFC Commercial Partner may have the right to provide participants and a branded Centre Circle Banner for this Competition.	N/A	N/A
Partner Participants	Number TBC per Match. Aged 16+ years old.	N/A	N/A
Participant Sourcing	By activating Partner. In the event however, that an AFC Commercial Partner requires the Host Organisation's assistance to source activation participants for a Match, FMA will inform the Host Organisation. The Host Organisation will then ensure that participants are organised for the normal operation of the Match. If an AFC Commercial Partner does not activate, the Host Organisation may submit a request to the AFC to activate themselves, with the possibility for AFC Commercial Partners to still provide the uniform. If there is no uniform provided by a Commercial Partner, the Host Organisation may supply the uniform in accordance with AFC commercial clean guidelines.	Host Organisation to source activation participants if requested by FMA.	FMA to inform Host Organisation recruitment need by MD-21. Host Organisation to confirm participant details to FMA by MD-14.
Chaperones / Coordinators	One (1) x Partner Chaperone	One (1) x Coordinator with experience briefing Centre Circle Participants.	MD-1 / Matchday

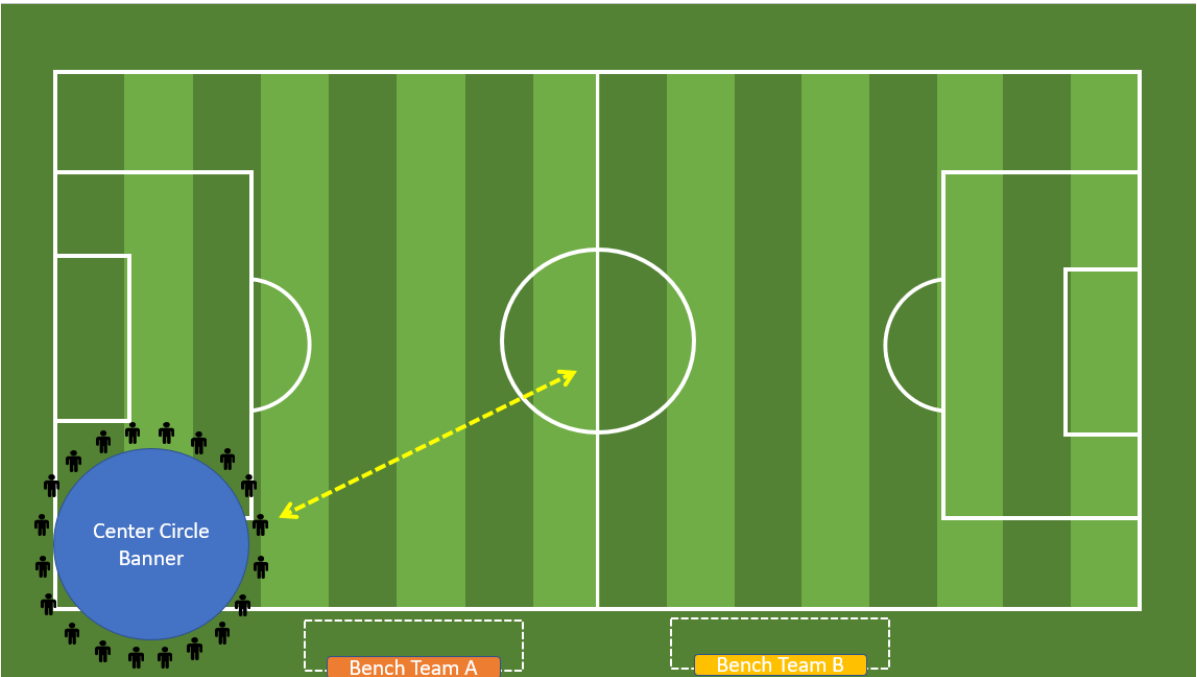
		Host Organisation Actions	Due
Participant Uniforms	Provided by Activating Partner	N/A	N/A
Space Requirements	Holding room suitable for all participants and 1 x Partner Chaperone.	Identify room and access with FMA	Site Visit
Accreditation	Host Organisation to provide FMA with PAR accreditation cards for the participants (number TBC) and Partner Chaperone.	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-1
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Centre Circle program ahead of each Matchday.		MD-21 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering,	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Briefings	Centre Circle kids will be required to attend a briefing in order for them to successfully fulfil the role and duties on Matchday. This briefing may be held on MD-1 or Matchday.	AFC and Host Organisation to advise briefing details including date, time and meeting point to FMA and conduct the briefing.	MD-1 and/or KO-4hr.

Rundown

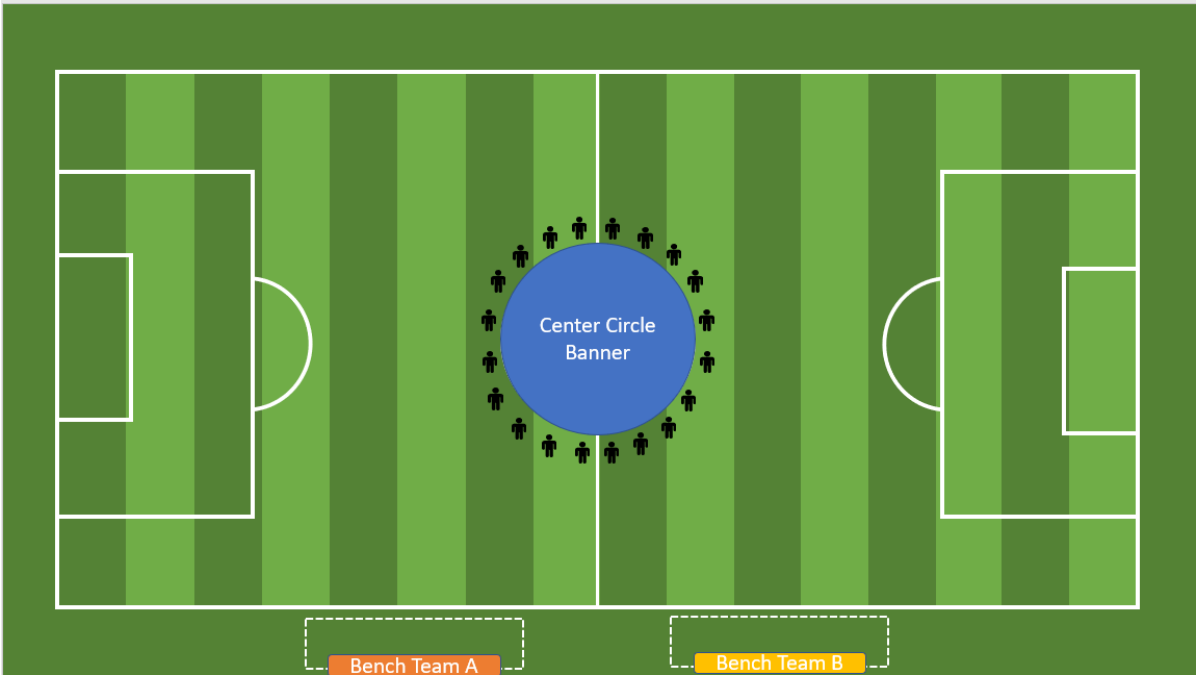
	Time from KO	Responsibility
Meet and greet: Centre Circle participants enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-240'	Activating Partner, FMA
Briefing conducted pitch-side.	-230'	Activating Partner, FMA
On-pitch rehearsal and pitch-side photo opportunity.	-225' (if rehearsal occurring on MD)	Activating Partner, FMA, Host Organisation sports presentation representatives
Participants return to designated holding room, catering served, and change into uniforms.	-210'	Activating Partner, FMA
Participants move to their positions and carry the Centre Circle banner out onto the centre of the pitch for the Pre-Match Ceremony.	-20'	Activating Partner, FMA
Participants leave the pitch with the Centre Circle banner as quickly as possible as the handshake ceremony commences, return to the designated room and are dismissed by the Partner Chaperone.	+1'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard



Note: The Centre Circle Banner may enter / exit the pitch from any corner.



CHEERLEADER PERFORMANCE



		Host Organisation Actions	Due
Activation Description	Partner branded Cheerleader performance pitch-side during pre-Match and/or Half-time.	N/A	N/A
Partner Participant	10-14 Cheerleaders	N/A	N/A
Chaperones / Coordinator	Two (2) x Partner Chaperones	N/A	N/A
Participant Uniforms	Provided by Activating Partner	N/A	N/A
Activation Time	Pre-Match and/or Half-time. Timing to be confirmed.	N/A	N/A
Space Requirements	Holding room suitable for Cheerleaders and Partner Chaperones	Identify room and advise FMA	Site Visit
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating with a Cheerleader Performance ahead of each Match.	N/A	MD-21 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

		Host Organisation Actions	Due
Accreditation	Host Organisation to provide FMA with PAR accreditation cards for the Cheerleaders (number TBC) and Partner Chaperones x 2.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Rehearsal	Partner may request rehearsal time.	Host Organisation to advise possible rehearsal time.	Matchday

COIN TOSS WINNER



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guest has the opportunity to deliver the official coin to the Match Referee during pre-Match ceremony.	N/A	N/A
Partner Participants	One (1) x guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Participant Uniforms	Provided by Activating Partner if required.	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Coin Toss Winner will be activated and confirm arrangements.	N/A	MD-21 days
Accreditation	Partner to receive 2 x PAR accreditation cards for the guest and Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal / Instructions	AFC Match Commissioner to provide instructions to the guest.	AFC to advise rehearsal time if required.	Matchday

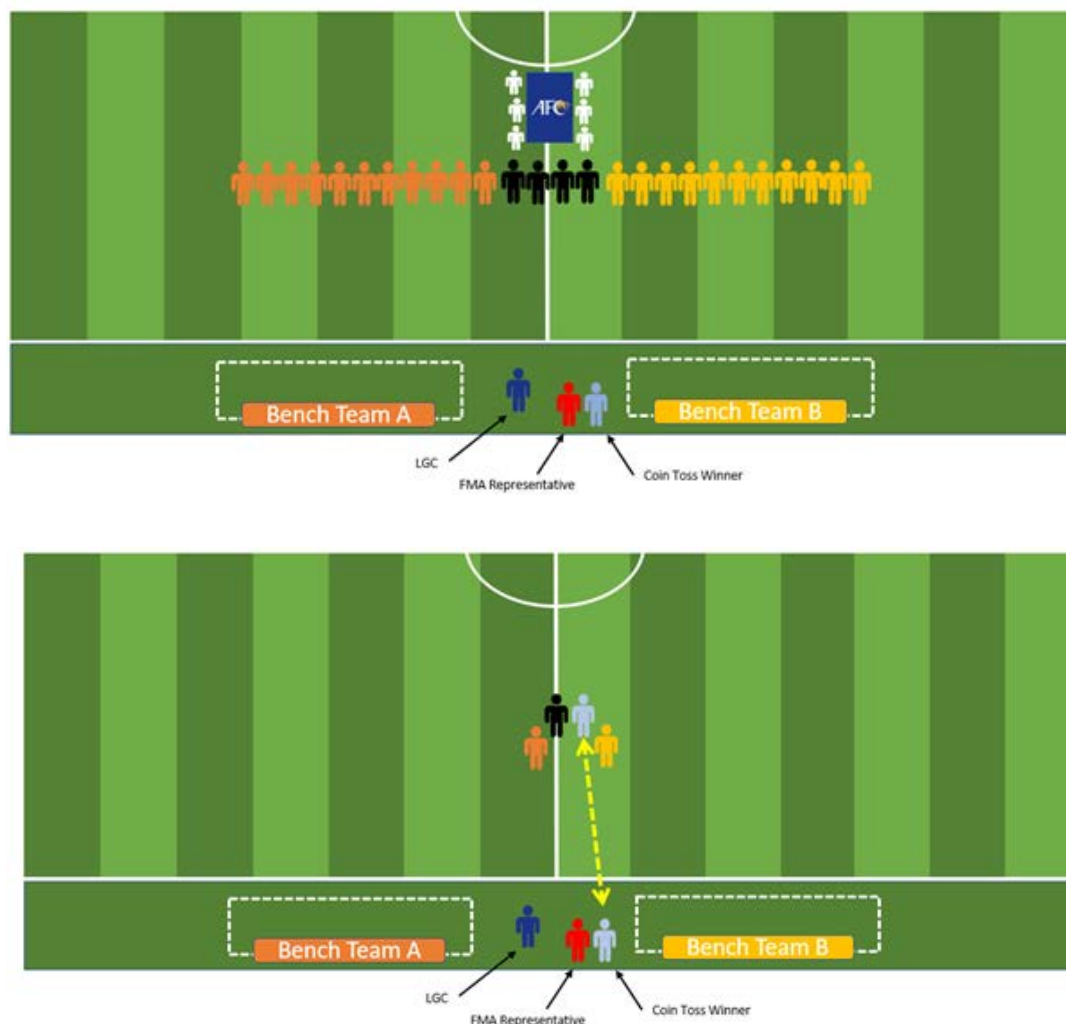
Rundown

	Time from KO	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-120'	Activating Partner, FMA
Briefing conducted pitch-side.	-110'	AFC, Activating Partner, FMA
Guest escorted from pitch-side and changes into uniform if	-100'	Activating Partner, FMA

	Time from KO	Responsibility
required.		
Guest waits at a location as instructed by the AFC ready for the Pre-Match Ceremony.	-15'	Activating Partner, FMA
Guest walks out to the Match Officials after team handshake, bringing the coin with them.	-5'	AFC LGC, Host Club
Guest tosses the coin and lets it drop to the pitch. Referee provides instructions to teams accordingly.	-5'	Activating Partner, FMA
Photo with the Match Officials and Team Captains after coin toss (photo taken by Official Photographer) then guest leave the pitch.	-3'	Activating Partner, FMA
Guest escorted back to designated spectator seats by Partner Chaperone .	+5'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings

Storyboard



COUNTDOWN TO KICK-OFF



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner countdown graphic shown on the Stadium giant screen to show the Countdown to Kick-Off (5-10 seconds).	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Countdown to Kick-Off will be activated and confirm arrangements.	N/A	MD-21 days
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Countdown to Kick-Off. A PA announcement script will also be provided by FMA.	The Host Organisation will be required to display the Countdown to Kick-Off graphic on the giant screen and have their PA announce the Line-up Announcement script according to instructions provided.	MD-21 days
Testing	The Host Organisation will need to test the supplied graphic as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problem.		Prior to Matchweek
Checks - Giant Screen and PA System	All relevant technical staff for a giant screen and PA system content check of the Countdown to Kick-Off. This check must be conducted with the FMA Commercial Manager present.	The Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Delivery Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	MD-1
Activation Timing	The graphics package and accompanying announcement will be played leading up to Kick-off.	N/A	Matchday

FAN MOSAIC



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner places cards on spectator seats for fans to hold up to create a mosaic as part of Pre-Match Ceremony. Spectators will be instructed through a PA announcement when to hold up their card to create the mosaic.	N/A	N/A
PA Announcement	FMA will provide PA announcement script for Fan Mosaic instruction.	The Host Organisation will be required to have their Stadium PA announce the Fan Mosaic script according to key timings provided.	MD-21 days
Partner Participants	Spectators at the designated seat location.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Set-up staff numbers to vary depending on mosaic size.	N/A	N/A
Activation Time	Pre-Match	N/A	N/A
Set-Up and Pack-Down	Set-up commences on Matchday before gates open as per Host Organisation permission.	N/A	N/A
Activation Structures	Provided by Activating Partner	N/A	N/A
Confirmation of Activations	FMA will confirm Fan Mosaic with the Host Organisation ahead of each Match.	N/A	MD-21 days
Location	FMA Venue Team and Partner to identify seat locations (section, blocks, rows, seats).	Identify available activation locations with FMA.	Site Visit
Access and Logistics	Partner will need vehicle access as close as possible to the activation location to unload/load their material prior to and after the Match.	The Host Organisation will inform FMA of access routes, access restrictions, access hours, and any information that need to be provided in order to access the area.	Site Visit

		Host Organisation Actions	Due
Waste Management	Partners might generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	The Host Organisation should inform FMA of any existing waste management systems that Partners may utilise and whether any costs shall be associated to it.	Site Visit
Approval	Partner will be requested to provide detailed plans of the activation in order to obtain Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Accreditation	FMA will request accreditation for these activations from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needs, if any.	MD-1
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10 days

FAN OF THE MATCH



		Host Organisation Actions	Due
Fan of the Match Award Description	A spectator is elected as the "Fan of the Match" and announced / awarded at Half-time.	N/A	N/A
Partner Participants	One (1) x Presenter	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Activating Partner representative	N/A	N/A
Confirmation of Activation	FMA send confirmation to the Host Organisation that the Award will be activated.	N/A	MD-21 days
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Fan of the Match Award. A PA announcement script will also be provided by FMA.	Host Organisation to display the "Fan of the Match" Award graphic and live feed of the presentation on the giant screen and PA announcement on the award if possible.	MD-21 days
Accreditation	Partner to receive 2 x PAR accreditation cards for the Presenter and Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10 days

		Host Organisation Actions	Due
Live Feed	Live feed of the presentation.	The Host Organisation may be requested to assist with the connection of any Partner camera or microphone to their existing Stadium AV systems (e.g. giant screen and PA.)	Matchday
Identify winner of the award	FMA to pick the winner of award (latest) 10 minutes after Match started. FMA to advise Host Organisation the location of the winner.	Host Organisation to have Stadium camera and PA announcement ready for presentation at Half-time	Matchday
Notify Winner	FMA to notify winner before Half-time.	N/A	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: Presenter moves pitch-side accompanied by Partner Chaperone and a FMA Venue Team member.	+35'	Activating Partner, FMA
Briefing conducted pitch-side.	+40'	Activating Partner, FMA
Presenter moves to the winner location and on stand-by for presentation ceremony.	Half-time	Activating Partner, FMA
Presentation	Half-time +1'	Activating Partner, FMA, Stadium camera
Presenter dismissed by Partner Chaperone.	Half-time +4'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FAN REPORTER



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner invites guests to be Fan Reporters at the Match. The Fan Reporter is permitted to take photography of the players from behind the goal during warm-up. They will also have access to media areas just like any other professional journalist.	N/A	N/A
Partner Participants	Two (2) x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Accreditation	Host Organisation to provide FMA with 2 x PHO accreditation cards and bibs for the Fan Reporters and 1 x PAR accreditation card for the Partner Chaperone.	AFC and/or Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-21
Space Requirements	Pitch-side location for Fan Reporter to watch players' warm-up.	N/A	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Fan Reporter will be activated and confirm arrangements.	N/A	MD-21

Rundown

	Time from KO	Responsibility
Meet and greet: guest enters the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-75'	Activating Partner, FMA
Briefing conducted in Media Working Room/Area.	-70'	Activating Partner, FMA
Move to permitted pitch-side location.	-55'	Activating Partner, FMA
Fan Reporter remains at permitted location to watch and take photo during players' warm-up.	-50' to -20'	Activating Partner, FMA
Fan Reporter escorted to the Media Tribune (to watch the Match). Partner Chaperone to remain at all times with the guest.	-20'	Activating Partner, FMA
Fan Reporter attends the Post-Match Press Conference and Mixed Zone accompanied by the Partner Chaperone and a FMA Venue Team member.	Full-time	Activating Partner, FMA
Fan Reporter dismissed by Partner Chaperone.	Full-time +30'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FIELD PHOTOGRAPHER



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner invites guests to take photographs of the players from behind the goal before Kick-off. This programme allows young participants accompanied by an adult to see the players up-close.	N/A	N/A
Partner Participants	Two (2) x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Field Photographer will be activated and confirm arrangements.	N/A	MD-21 days
Space Requirements	Pitch-side location (behind the goals) for Field Photographers to take photo of players' warm-up.	N/A	Site Visit
Accreditation	Host Organisation to provide FMA with 2 x PHO accreditation cards and bibs for the Field Photographers and 1 x PAR accreditation card for the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Time from KO	Responsibility
Meet and greet: guest enters the Stadium accompanied by the Partner Chaperone and a FMA Venue Team member.	-75'	Activating Partner, FMA
Briefing conducted in media working room/area.	-70'	Activating Partner, FMA
Move to permitted pitch-side location.	-55'	Activating Partner, FMA
Field Photographer remains at permitted location to watch and take photo during players' warm-up.	-50 to -20'	Activating Partner, FMA
Field Photographer escorted to media working room/area and debriefed.	-20'	Activating Partner, FMA
Field Photographer dismissed by Partner Chaperone.	-5'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FINAL CEREMONIES: CABIN CREW PRE-MATCH STANDING LINE-UP



		Host Organisation Actions	Due
Activation Description	Airline Partner Cabin Crew to be positioned at the exit of the Player Tunnel at the start of the Pre-Match Ceremony.	N/A	N/A
Partner Participants	Four (4) x Cabin Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Airline Partner Cabin Crew	N/A	MD-10
Accreditation	Partner to receive 5 x PAR accreditation cards for their Cabin Crew and Chaperone from FMA (produced by the AFC).	N/A	MD-10
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-10
Space Requirements	Holding room suitable for 4 x Cabin Crew and 1 x Partner representative.	Identify room and advise FMA	Site Visit
Catering	The Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate the order if required and arrange for billing directly to the Activating Partner.	MD-21
Confirmation of Activation	FMA will advise ahead of Final Match whether activation will be activated and confirm any arrangements.	N/A	MD-21
Rehearsal	AFC to provide guidance to the Cabin Crew.	N/A	MD-1

Rundown

	Time from KO	Responsibility
Rehearsals: Cabin Crew and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Cabin Crew and Chaperone should return to the holding room.	Time TBC by AFC	AFC, Activating Partner, FMA
Cabin Crew escorted back to designated room, catering served, and change into uniforms.	Time TBC by AFC	AFC, Activating Partner, FMA
Cabin Crew move to line-up position at the player tunnel ready for Pre-Match Ceremony.	-15'	Activating Partner, FMA
Final Pre-Match Ceremony commences.	-9'	Activating Partner, FMA, Host Organisation, AFC
Cabin Crew leave the pitch after handshake.	-3'	Activating Partner, FMA, Host Organisation, AFC
Cabin Crew dismissed by Partner Chaperone.	KO	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FINAL CEREMONY: INTEGRATION OF CABIN CREW



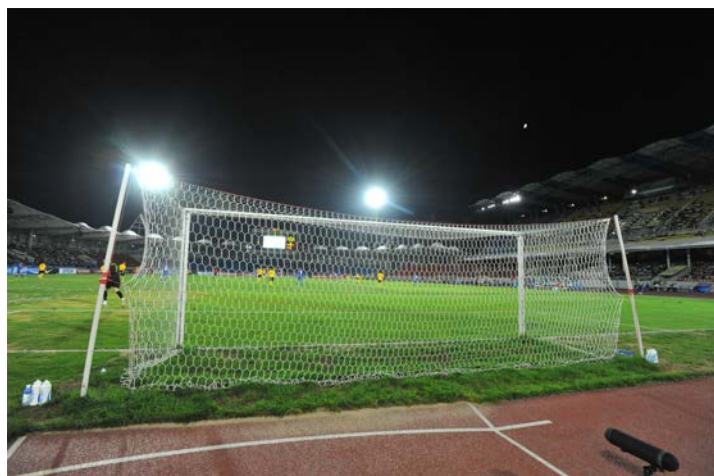
		Host Organisation Actions	Due
Activation Description	Airline Partner Cabin Crew to assist during the Presentation Ceremony at the Final Match of the Competition.	N/A	N/A
Partner Participants	Six (6) x Cabin Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Presenter Profile	Airline Partner Cabin Crews	N/A	N/A
Confirmation of Activation	FMA will advise ahead of Final Match whether activation will be activated and confirm any arrangements.	N/A	MD-21 days
Accreditation	Partner to receive 6 x PAR accreditation cards for the Cabin Crew and 1 x PAR accreditation card for the Partner Chaperone from FMA (produced by the AFC).	N/A	MD-10 days
Space Requirements	Holding room suitable for 6 x Cabin Crew and 1 x Partner Chaperone	Identify room and advise FMA	Site Visit
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC to instruct and lead the rehearsal, providing guidance to the Cabin Crew.	N/A	MD-1
Catering	The Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate the order if required and arrange for billing to the Activating Partner.	Matchday

Rundown

	Time from KO	Responsibility
Rehearsals: Cabin Crew and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Cabin Crew and Chaperone should return to the holding room.	Time TBC by AFC	Activating Partner, FMA
Cabin Crew to be escorted by a FMA Venue Team member to pitch-side as instructed by the AFC.	Full-time -20'	Activating Partner, FMA
Cabin Crew on standby for march-in.	Full-time + 10'	Activating Partner, FMA, AFC
March-in and in position for presentation.	Full-time + 12'	Activating Partner, FMA, AFC
Final Ceremony finishes and Cabin Crew move back pitch-side.		Activating Partner, FMA, AFC
Cabin Crew dismissed by Partner Chaperone.		Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

FINAL WHISTLE EXPERIENCE



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests will be positioned pitch-side to watch the final 15 minutes of the Match from pitch-level.	N/A	N/A
Partner Participants	6 x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Accreditation	Host Organisation to provide FMA with 7 x PAR accreditation cards for the guests and Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Space Requirements	Pitch-side location for guests to watch the final 15 minutes of the Match.	Identify location and access with AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Final Whistle Experience will be activated and confirm arrangements.	N/A	MD-21 days

Rundown

	Estimated Timing	Responsibility
Meet and greet: guests to meet at the designated meeting point and enter the Stadium accompanied by Partner Chaperone and FMA Venue Team.	+65'	Activating Partner, FMA
Briefing conducted whilst moving to permitted pitch-side location.	+70'	Activating Partner, FMA
Guests stay at permitted location to watch the final 15 minutes of	+75' to Full-	Activating Partner, FMA

	Estimated Timing	Responsibility
the Match.	time	
Guest photo opportunity behind the activating Partner's FOP perimeter board.	Full-time + 5'	Activating Partner, FMA
Guests escorted to exit the Stadium by Partner representative.	Full-time + 10'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

GIANT SCREEN ENGAGEMENT



		Host Organisation Actions	Due
Activation Description	Stadium giant screen used to facilitate Partner fan engagement programme.	N/A	N/A
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating Giant Screen Engagement ahead of each Matchday.	N/A	MD-21 days
File Transfer	Activation file to be delivered to the Host Organisation by FMA, in the format agreed at the Site Visit.	N/A	MD-21 days
Testing	Giant screen testing must be conducted with FMA Commercial Manager.	Host Organisation and Venue to make the relevant technical staff and giant screen and PA available for testing.	MD-1
Timings	Activation to be played on giant screen pre-Match and at Half-time, as per agreed with Host Organisation.	Host Organisation and Venue staff to run the activation on the giant screen as per key timings.	Matchday

KICK-OFF VIEWING EXPERIENCE

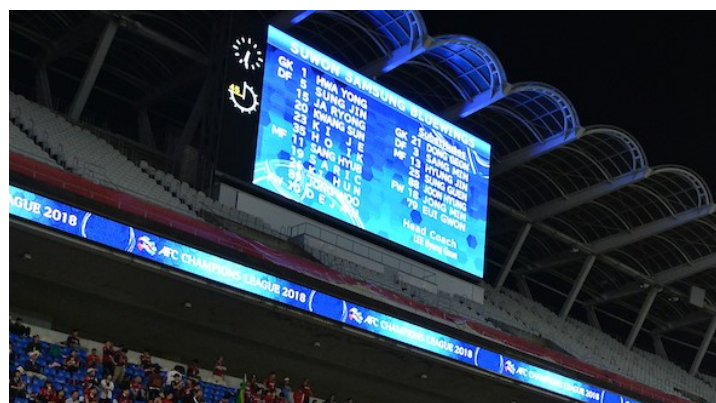
		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests are given the opportunity to watch the first 5-10 mins of the Match from a designated area pitch-side.	N/A	N/A
Partner Participants	10 x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Space Requirements	Pitch-side location for guests to watch Match Kick-off.	Identify location and access with AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Kick-off Viewing Experience will be activated and confirm arrangements.	N/A	MD-21 days
Accreditation	Host Organisation to provide FMA with 11 x PAR accreditation cards for the guests and Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Time from KO	Responsibility
Meet and greet: guests enter the Stadium accompanied by the Partner Chaperone and a FMA Venue Team member.	-30'	Activating Partner, FMA
Briefing conducted at permitted pitch-side location.	-20'	Activating Partner, FMA
Guests stay at permitted location to watch Kick-off.	-15 to +10'	Activating Partner, FMA
Guest photo opportunity behind the activating Partner's FOP perimeter board.	-15'	Activating Partner, FMA
Guests escorted back to their designated spectator seats by Partner Chaperone. Guests accreditations are given back to the FMA Venue team member.	+10'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

LINE-UP ANNOUNCEMENT



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner logo integrated or shown prior to the line-up announcement on the giant screen before Kick-off, supported by AFC Commercial Partner recognition by the Stadium announcer, e.g. "Match line-up brought to you by [AFC Commercial Partner]".	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Line-up Announcement will be activated and confirm arrangements.	N/A	MD-21 days
Giant Screen and PA Announcement	FMA will provide a giant screen graphic for the Line-up Announcement. A PA announcement script will also be provided by FMA. Both will have been approved by AFC.	The Host Organisation will be required to display the Line-up Announcement graphic on the giant screen and have their PA announce the Line-up Announcement script according to instructions provided.	MD-21 days
Testing	The Host Organisation will need to test the supplied graphic as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problems.		Prior to Matchweek
Checks - Giant Screen and PA System	The Host Organisation will provide all relevant technical staff for a giant screen and PA system content check of the Line-up announcement. This check must be conducted with the FMA Commercial Manager present.	The Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Delivery Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	MD-1
Activation Timing	The graphics package and accompanying announcement will be played prior to the Pre-Match Ceremony.	N/A	Matchday

LINE-UP KIDS



		Host Organisation Actions	Due
Activation Description	Kids escort the players of both teams onto the pitch during the walk-out ceremony before the Match.	N/A	N/A
Partner Participants	2 or 22 kids between 6-10 years of age	N/A	N/A
Chaperones / Coordinators	Two (2) x Partner Chaperones	One (1) x Coordinator with experience briefing, rehearsing and managing Line-Up Kids.	Matchday
Participant Sourcing	By Activating Partner	N/A	N/A
Participant Uniforms	Provided by Activating Partner	N/A	N/A
Space Requirements	Holding room suitable for 22 x kids and 3 x adults	Identify room and advise FMA	Site Visit
Accreditation	Host Organisation to provide FMA with 2 or 22 x PAR accreditation cards for the kids plus an additional 2 x PAR for the Partner Chaperones.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-1
Catering	Where available, the Activating Partner may wish to order F&B at their cost via Stadium catering.	Host Organisation to facilitate order and arrange Matchday delivery of any F&B via Stadium catering. Host Organisation/Venue to directly invoice the Partner.	Matchday
Confirmation of Activation	FMA confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Line-up Kids programme ahead of each Match.	N/A	MD-21 days

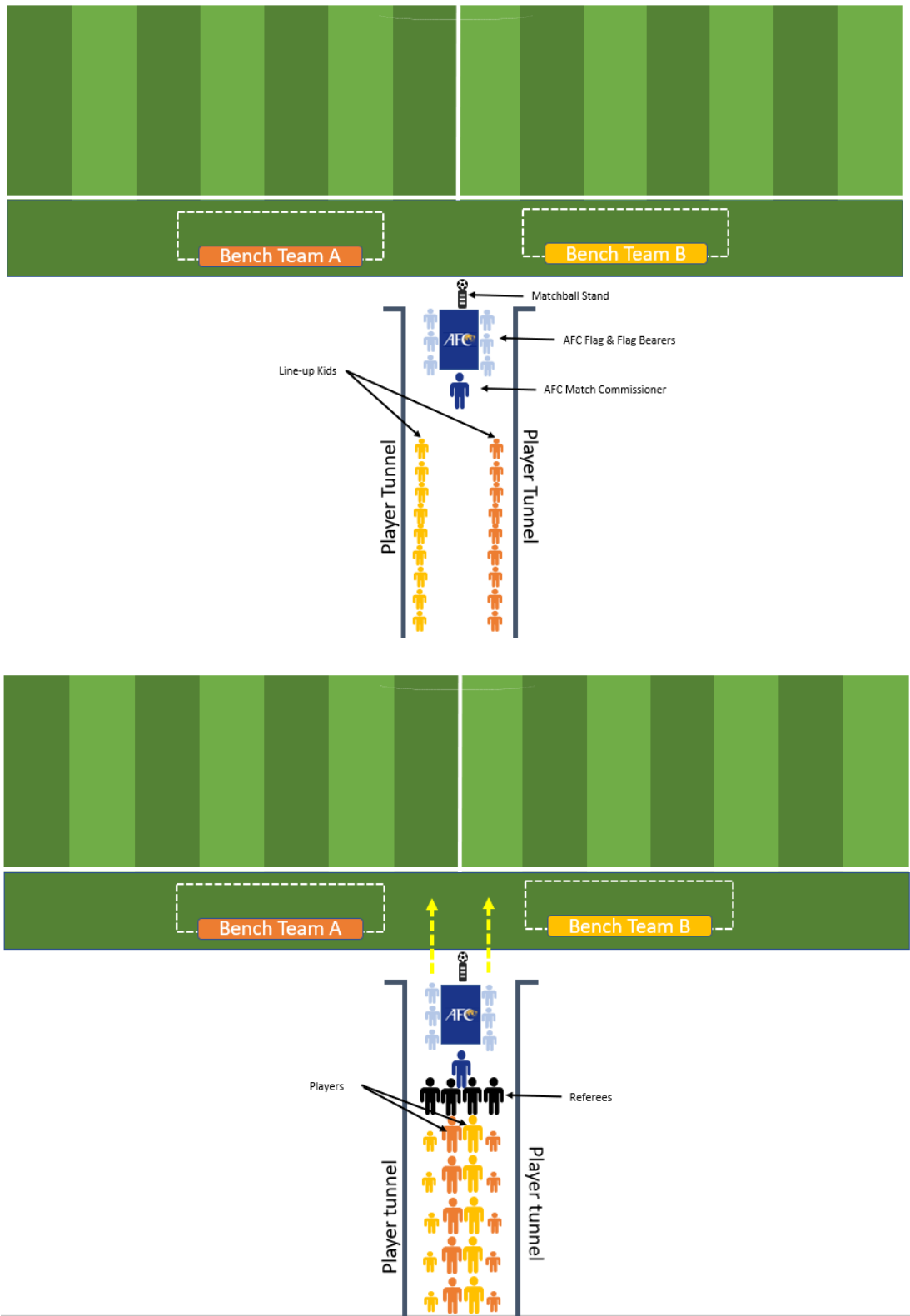
		Host Organisation Actions	Due
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	Host Organisation staff to provide guidance to the kids	Host Organisation to advise rehearsal time.	Matchday
What happens if an AFC Commercial Partner does not activate?	If an AFC Commercial Partner does not take up the right to activate Line-Up Kids for a Match/the Competition, FMA will advise the Host Organisation. If an AFC Commercial Partner does not activate, the Host Organisation may submit a request to the AFC to activate themselves, with the possibility for AFC Commercial Partners to still provide the uniform. If there is no uniform provided by a Commercial Partner, the Host Organisation may supply the uniform in accordance with AFC commercial clean guidelines.	Host Organisation to submit request to activate to the AFC and include number of proposed participants i.e. full teams (x22) or just Captains (x2). Image/photo of proposed uniform must be submitted for approval to the AFC. Host Organisation to source all participants and provide all requirements including: tickets, F&B, accreditation etc.	MD-21 days

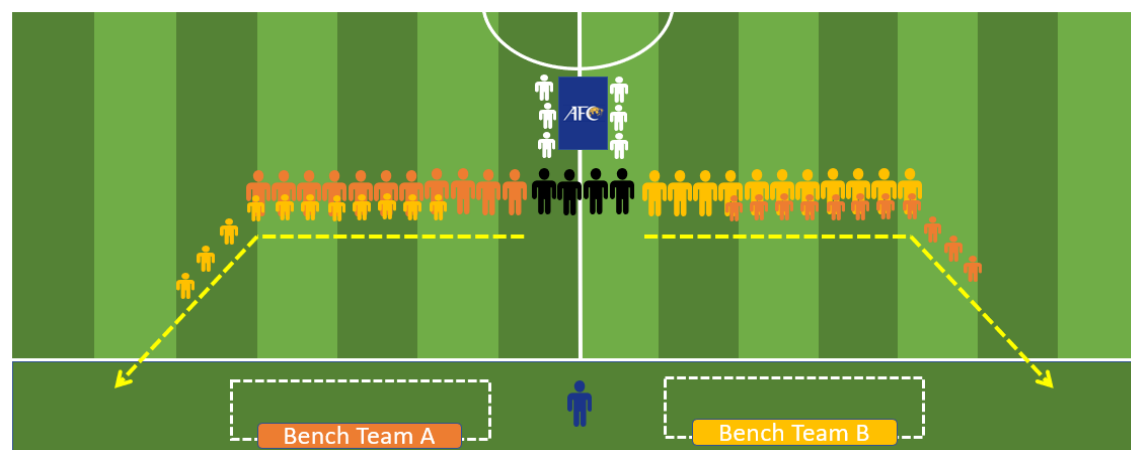
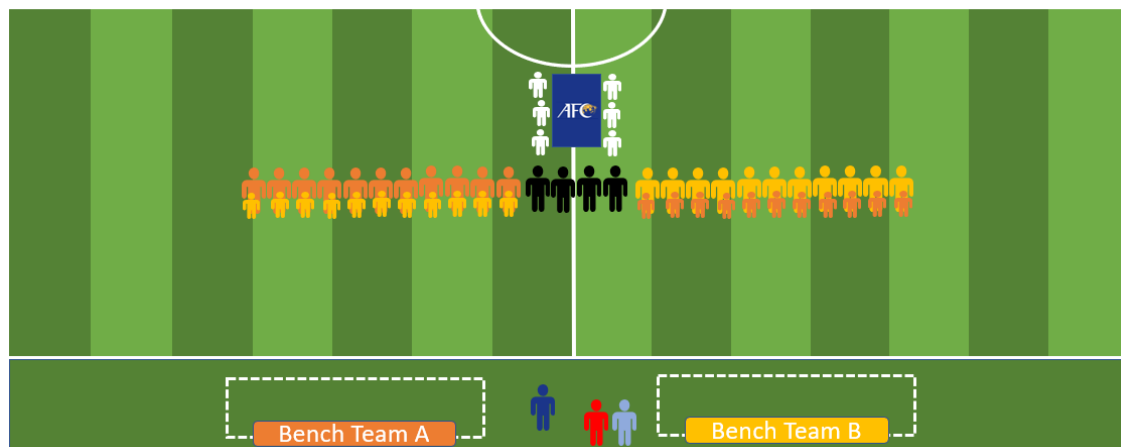
Rundown

	Time from KO	Responsibility
Meet and greet: Kids enter the Stadium accompanied by Partner Chaperones and a FMA Venue Team member.	-180'	Activating Partner, FMA
Briefing conducted pitch-side and allocations into home / away team made.	-170'	Activating Partner, FMA
On-pitch rehearsal and pitch-side photo opportunity	-165'	Activating Partner, FMA, Host Organisation sports presentation representatives
Kids escorted back to designated room, catering served, and change into uniforms.	-140'	Activating Partner, FMA
Kids escorted into line-up position in the player tunnel ready for Pre-Match Ceremony	-15'	Activating Partner, FMA
Pre-Match Ceremony commences	-9'	AFC MC, Host Organisation
Kids leave pitch before handshake and are escorted back to their designated room.	-5'	Activating Partner, FMA
Kids are escorted back to guardians in designated spectator seats by Partner Chaperones.	+5'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard





OFFICIAL MATCH BALL DELIVERY



		Host Organisation Actions	Due
Activation Description	Commercial partner guest to deliver the Official Match Ball to the Match Referee during the Pre-Match Ceremony.	N/A	N/A
Partner Participants	One (1) x guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Participant Sourcing	By activating Partner. In the event however, that an AFC Commercial Partner requires the Host Organisation's assistance to source activation participants for a Match, FMA will inform the Host Organisation. The Host Organisation will then ensure that participants are organised for the normal operation of the Match. No commercial activities may be conducted around such recruitment. However, the Host Organisation may apply to run non-commercial promotions, for which approval from the AFC will be required. All uniforms will be provided by the AFC or an AFC Commercial Partner.	Host Organisation to source activation participants if requested by FMA.	FMA to inform Host Organisation recruitment need by MD-21. Host Organisation to confirm participant details to FMA by MD-14.
Participant Uniforms	Provided by Activating Partner if required	N/A	N/A
Accreditation	Host Organisation to provide FMA with 2 x PAR accreditation cards for the guest and Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Confirmation	FMA will advise ahead of each Match	N/A	MD-21 days

		Host Organisation Actions	Due
of Activation	whether Match Ball Delivery will be activated and confirm arrangements.		
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC and FMA to provide guidance to the guest on required movements.	N/A	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: Guest enter the Stadium accompanied by Partner Chaperone and FMA Venue Team.	-60'	Activating Partner, FMA
Briefing conducted pitch-side.	-50'	Activating Partner, FMA
Guest escorted off the pitch-side and change into uniform if required.	-40'	Activating Partner, FMA
Guest on standby at the Player Tunnel ready for Pre-Match Ceremony to commence.	-15'	Activating Partner, FMA
Guest walks out and places the Match Ball onto the Match Ball Stand ahead of any Flagbearers and the Match Officials and Teams.	-9	AFC Match Commissioner, Host Organisation
Guest escorted back to designated spectator seats by Partner Chaperone.	-7	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PARTNER BOOTHS



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner (Partner) display booths or giveaways distribution around the Stadium in a pre-defined areas to interact with fans.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on activation size and nature	N/A	N/A
Activation Time	Commences at gates open and concludes after Half-time or after the Match depending on local regulations.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity will dismantle as per the Host Organisation permission.	N/A	N/A
Activation Display Structures / Booths	Provided by Activating Partner	N/A	N/A
Location	FMA Venue Team to identify the optimal Fanzone and other Commercial Display area location based on fan traffic, visibility and space considerations.	Identify available activation locations with FMA. Indicate the usual fan access flows to the Stadium (e.g. public transport stations).	Site Visit
Space requirements	Each AFC Commercial Partner shall be provided an area of minimum 25m2 to set-up their booth. Additional space should be accommodated whenever possible.	The Host Organisation is required to provide the total space needs equal to the sum of each minimum Partner area. Should a space be unused by a Partner, this space will still need to be made available to other Partners to use.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the Fanzone to unload/load their	The Host Organisation will inform FMA of access routes, access restrictions, access	Site Visit

		Host Organisation Actions	Due
	material prior to and after the Match.	hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that need to be provided in order to access the area.	
Health and Safety	The Partner will be required to submit any health and safety documentation as per the Host Organisation and/or local authorities' requirements.	The Host Organisation will confirm with FMA the documents, including any risk assessments or insurance certificates required for Venue or any local authorities' approval. Additionally, any protective equipment that must be worn or safety briefings that must be attended must be communicated clearly to FMA.	Site Visit
Power	Partner might require power to run their display booth, which shall be communicated by FMA to the Host Organisation well ahead of the Match.	The Host Organisation shall provide power points at the Fanzone area to AFC Commercial Partners. Such power points shall be identified at the Site Visit.	Site Visit
Wi-Fi	Partner might require access to wireless internet to run their activations.	The Host Organisation shall inform FMA about any wireless internet access in the Fanzone when existing.	Site Visit
Storage	Partner might require temporary storage (1-2 days prior to the Match as well as Matchday) nearby the Fanzone area.	The Host Organisation shall inform FMA about any temporary storage options around the Fanzone when existing.	Site Visit
Waste Management	Partners might generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	The Host Organisation should inform FMA of any existing waste management systems that Partners may utilise and whether any costs shall be associated with it.	Site Visit
Confirmation of Activations	FMA will confirm any Fanzone activations with the Host Organisation ahead of each Match.	N/A	MD-21 days
Handover and Damage	In the event that damage is incurred by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of any such damage. The Partner should immediately notify any damage to the FMA Commercial Manager. Any damage existing prior to the start of work by the Partner should be documented by the Partner (e.g. photo) and immediately reported to the FMA Commercial Manager for reference.	The Host Organisation shall inform FMA and the Partner of any existing damage when the area is handed over to the Partner. The Host Organisation will be required to check the Fanzone and other commercial display areas for any damage post-activation, and notify the FMA Commercial Manager and Partner if damage is present before their departure from the Venue.	Matchday or MD+1
Approval	Partner will be requested to provide detailed plans of their activation in order to get the Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit

		Host Organisation Actions	Due
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	FMA will request accreditation for these activations from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needs, if any.	MD-1
Host Organisation Activation Requests	The Host Organisation may submit a request to FMA to set-up a booth although no commercial branding will be permitted.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. booth, display, giveaway items, staff uniform etc.) must be submitted to FMA for approval.	MD-21 days

PLAYER ARRIVAL FOOTAGE

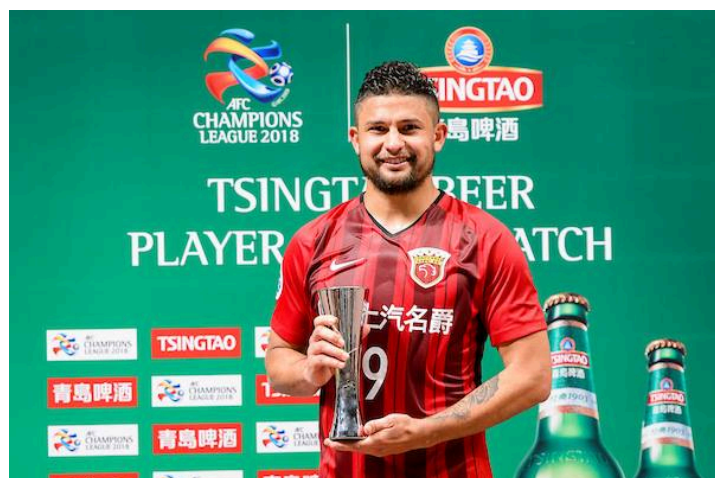
		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner capturing footage of the players while they come off the bus when they arrive at the Stadium.	N/A	N/A
Partner Participant	Three (3) x filming crew members	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating Player arrival footage ahead of each Matchday.	N/A	MD-21 days
Parking	Upon request by FMA.	Host Organisation to provide if requested by FMA.	MD-2
Accreditation	Partner to receive 4 x PAR accreditation cards for crew members and the Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation card to FMA as per accreditation list.	MD-1
Timing	The Host Organisation will be required to advise estimated bus arrival times for FMA to ensure filming crews are in position at the bus arrival area.	Host Organisation to advise timing to FMA.	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: Filming crew enters the Stadium accompanied by Partner Chaperone and the FMA Venue Team member.	-180'	Activating Partner, FMA
Briefing conducted at team bus arrival area.	-170'	Activating Partner, FMA
Filming crew move to media centre for preparation.	-150'	Activating Partner, FMA
Filming crew move to their positions at team arrival area and wait for the team buses to arrive.	-110'	Activating Partner, FMA
Filming crew film Players arriving at the Stadium.	-90'	Activating Partner, FMA
Filming Crew return to Media Centre and are dismissed by the Partner Chaperone.	-75'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PLAYER OF THE MATCH (POTM)



		Host Organisation Actions	Due
Activation Description	The "Player of the Match" (POTM) is awarded to the most outstanding Player in the Match. Partner VIP guest to hand-over the award.	N/A	N/A
Partner Participants	One (1) x VIP guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Giant Screen and PA Announcement	FMA may provide a giant screen graphic for the Player of the Match Award with space for the winning player's name to be inserted. A PA announcement script will also be provided by FMA. Both the graphic and script will have been approved by the AFC.	The Host Organisation will be required to display the Player of the Match Award graphic on the giant screen and have their PA announce the award according to the instructions provided. (VIP guest name, Partner name and winning player's name).	MD-21 days
Accreditation	Partner to receive 1 x PAR accreditation card for the VIP guest and 1 x PAR accreditation card for the Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon FMA request.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

		Host Organisation Actions	Due
Confirmation of Activation	FMA will advise ahead of each Match whether a POTM will be awarded and confirm any arrangements including VIP guest details if needed.	N/A	MD-21 days
Selection of Winner	The AFC Match Commissioner will choose the Player of the Match, 10 minutes prior to the end of the Match and will communicate it to FMA and the Host Organisation.	AFC Match Commissioner to advise winner's name to the Host Organisation for PA announcement.	Matchday
Winning Player	Relevant Team Media Officer to be informed by the AFC Match Commissioner about the selection of the Player of the Match so that the player is taken to the award presenting location by the Team Media Officer.	N/A	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: VIP guest moves pitch-side accompanied by Partner Chaperone and a FMA Venue Team member.	+80'	Activating Partner, FMA
Briefing conducted pitch-side.	+85'	Activating Partner, FMA
VIP guest moves to award backdrop position on FOP and on stand-by for presentation ceremony.	Full-time	Activating Partner, FMA
Winning Player moves to the award backdrop position for presentation.	Full-time + 3'	Host Organisation representative
Presentation	Full-time + 5'	Activating Partner, FMA, Host Organisation representative
VIP guest dismissed by Partner Chaperone.	Full-time + 10'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

PRE-MATCH (OR HALF-TIME) SHOW

		Host Organisation Actions	Due
Activation Description	Commercial Partner to stage an entertainment or fan engagement concept within the Stadium bowl during pre-Match or Half-time window.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	One (1) x Coordinator	Matchday
Participant	Performers, Dependent on activation size and nature.	N/A	N/A
Activation Time	Pre-Match or Half-time. Timing to be defined.	N/A	N/A
Activation Location	FMA Venue Team to identify the optimal location based on best visibility from spectators.	Identify available activation locations with AFC and FMA.	Site Visit
Space Requirements	Holding room suitable for the number of performers.	AFC GC/MC, CCO, AMO/LMO and Host Organisation to identify holding room.	Site Visit
Approval	Partner will be requested to provide detailed plans of their activation in order to get the Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Confirmation Of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating with a pre-Match or Half-time Show ahead of each Matchday.	N/A	MD-21 days
Host Organisation Activation Requests	The Host Organisation may submit a request to FMA to have a pre-Match or Half-time Show although no commercial branding or mention will be permitted.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. show rundown, giveaway items, staff uniform etc.) must be submitted to FMA for approval.	MD-21 days
Accreditation	FMA will request accreditation from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	Partner may request rehearsal time	AFC and the Host Organisation to advise possible time for rehearsal	MD-1 or Matchday

PREMIUM DISTRIBUTION



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partners promoting their brand or products with giveaways or sampling activities. Dedicated areas will be identified at Site Visit and allocated to Partners around the Stadium or on the concourse area for this purpose.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on activation size and nature.	N/A	N/A
Activation Time	Commences at gates open and concludes after Half-time or after the Match depending on local regulations.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity will dismantle as per Host Organisation permissions.	N/A	N/A
Activation Display Structures / Booths	Provided by Activating Partner.	N/A	N/A
Location	FMA Venue Team to identify options available for Partners to activate where fan traffic and exposure is maximised.	Identify available activation locations with the AFC and FMA.	Site Visit
Waste Management	Partners might generate waste from their sampling activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean. In the case the sampling activity has a cost impact, the Host Organisation will communicate this at the Site Visit.	The Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit and Matchday

		Host Organisation Actions	Due
Confirmation of Activations	FMA will confirm any Premium Distribution activations to the Host Organisation ahead of each Match. Where an earlier production lead time is required, the FMA Commercial Manager will contact the Host Organisation at an earlier stage for approval.	N/A	MD-21 days
Requirements	Premiums are subject to local authorities' approval in each country. Partners will be required to provide detailed information, mock-ups and potentially samples for Host Organisation approval.	Host Organisation to advise local authorities' requirements. Host Organisation to clear activation against any local legislation / restrictions.	Site Visit MD-14
Accreditation	FMA will request accreditation for these activations from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per requested numbers.	MD-2
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Host Organisation Activation Requests	The Host Organisation may submit a request to FMA to distribute unbranded items. Such items will need to be approved by FMA.	Host Organisation to submit request to activate to FMA. Image/photo of proposed activation (e.g. booth, display, giveaway items, staff uniform etc.) must be submitted for approval to FMA	MD-21 days

PRODUCT PLACEMENT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner products to be displayed in official or prominent areas of the Venue.	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on display size and nature	N/A	N/A
Activation Time	Commences before gates open and concludes after Half-time or after the Match depending on the location.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity will dismantle as per Host Organisation permission.	N/A	N/A
Activation Display Structures	Provided by Activating Partner	N/A	N/A
Location	FMA Venue Team to identify the display location at official area.	Identify available activation locations with AFC MC/VD and FMA.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the display location to unload/load their material prior and after the Match.	The Host Organisation will inform FMA about access routes, access restrictions, access hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that need to be provided in order to access the area.	Site Visit
Power	Partners might require power to run their activation, which shall be communicated by FMA to the Host Organisation well ahead of the Match.	The Host Organisation shall provide power to AFC Commercial Partners at the activation location. Such power points shall be identified at the Site Visit.	Site Visit
Wi-Fi	Partner might require access to wireless internet to run their activations.	The Host Organisation shall inform FMA about any wireless internet access when existing.	Site Visit
Storage	Partner might require temporary storage (1-2 days prior to the Match as well as Matchday), nearby the display area.	The Host Organisation shall inform FMA about any temporary storage options around the display area when existing.	Site Visit
Waste Management	Partners might generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	The Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit
Confirmation of Activations	FMA will confirm any product placement activations with the Host Organisation ahead of each Match.	N/A	MD-21 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Accreditation	FMA will request accreditation for these	Host Organisation to provide accreditation	MD-2

		Host Organisation Actions	Due
	activations from the Host Organisation upon confirmation of the activation.	cards to FMA as per accreditation list.	
Approval	Partner will be requested to provide detailed plans of their activation in order to get the Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Handover and Damage	In the event that damage is caused by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of such damages. Any damage should immediately be notified by the Partner to the FMA Commercial Manager. Any existing damage prior to the start of work by the Partner shall be documented by the Partner (e.g. photo) and immediately communicated to the FMA Commercial Manager for further reference.	The Host Organisation shall inform FMA and the Partner about any existing damage when the area is handed over to the Partner. The Host Organisation will be required to check the activation area for any damage and notify the FMA Commercial Manager and Partner before their departure from the Venue.	Matchday or MD+1

STADIUM PRIZE DRAW

		Host Organisation Actions	Due
Activation Description	A prize draw for spectators at a Match, conducted by an AFC Commercial Partner guest.	N/A	N/A
Partner Participants	One (1) x VIP guest	N/A	N/A
Chaperone / Coordinator	One (1) x Partner Chaperone	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether Stadium Prize Draw will be activated and confirm any arrangements	N/A	MD-21 days
Accreditation	Partner to receive 2 x PAR accreditation cards for the VIP guest and Partner Chaperone from FMA (produced by the Host Organisation).	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	Host Organisation to provide parking if requested by FMA.	MD-2
Giant Screen and PA announcement	FMA may provide a giant screen graphic for the Stadium Prize Draw information. A PA announcement script will also be provided by FMA.	Host Organisation will be required to display the Stadium Prize Draw information graphic and live feed of the presentation on the giant screen. PA announcement according to the instructions provided.	MD-21 days

Rundown

	Time from KO	Responsibility
Meet and greet: Presenter moves pitch-side accompanied by Partner representatives and FMA Venue Team.	+35'	Activating Partner, FMA
Briefing conducted pitch-side.	+40'	Activating Partner, FMA
VIP guest moves to the Prize Draw location and on stand-by for presentation ceremony.	Half-time	Activating Partner, FMA
Presentation	Half-time +1'	Activating Partner, FMA, Host Organisation Representative
VIP guest dismissed by Partner Chaperone.	Half-time +4'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

STADIUM TOUR



		Host Organisation Actions	Due
Activation Description	Behind the scenes Stadium tour for AFC Commercial Partner guests. The tour will be conducted by the FMA Venue Team.	N/A	N/A
Partner Participants	10 x guests	N/A	N/A
Chaperones / Coordinators	Two (2) x Partner Chaperones	N/A	N/A
Confirmation of Activation	FMA will advise ahead of each Match whether the Stadium Tour will be activated and confirm arrangements.	Nil	MD-21 days
Accreditation	Host Organisation to provide FMA with 12 x PAR accreditation cards for the guests and Partner Chaperones.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Time from KO	Responsibility
Meet and greet guests enter the Stadium accompanied by the Partner Chaperone and the FMA Venue Team member.	-180'	Activating Partner, FMA
Briefing conducted at meeting point after all guests have arrived.	-175'	Activating Partner, FMA
FMA Venue Team member take guests to tour around the official areas. (including: Media Centre, Press Conference Room, Mixed Zone, team dressing rooms, main camera platform, pitch-side, and Broadcast Compound.)	-170' to -110' (around 45mins to 1 hour)	Activating Partner, FMA
Guests escorted back to meeting point after tour is completed.	-105'	Activating Partner, FMA

	Time from KO	Responsibility
Guests accreditation are returned to the FMA Venue Team member.		

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TEAM MATCH ARRIVAL



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner Cabin Crew stationed at Stadium bus arrival to welcome players as they arrive to the Match Venue.	N/A	N/A
Partner Participants	Four (4) x Cabin Crew	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Space Requirements	Holding room suitable for 4 x Cabin Crews and 1 x Partner representative. Safe space within bus arrival area for welcoming.	Identify room and bus arrival location then advise FMA	Site Visit
Confirmation of Activation	FMA will confirm with the Host Organisation whether an AFC Commercial Partner will be activating the Team Match Arrival ahead of each Matchday.	N/A	MD-21 days
Participant Profile	Cabin Crew	N/A	MD-10 days
Accreditation	Host Organisation to provide FMA with 5 x PAR accreditation cards for the Cabin Crew and the Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-2
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Timing	The AFC Match Commissioner will be responsible to advise on bus arrival times to ensure Cabin Crew are in position at the bus arrival area.	N/A	Matchday

Rundown

	Time from KO	Responsibility
Meet and greet: Cabin Crew enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-130'	Activating Partner, FMA
Briefing conducted at team bus arrival area.	-125'	Activating Partner, FMA
Cabin Crew move to designated holding room and change into uniforms.	-115'	Activating Partner, FMA
Cabin Crew move to their positions at team arrival area and wait for the teams buses to arrive.	-100'	Activating Partner, FMA
Cabin Crew welcome Players arriving at the Stadium.	-90'	Activating Partner, FMA
Cabin Crew return to holding room and subsequently dismissed by Partner Chaperone (unless if combined with a Pre-Match Ceremony activation) .	-75'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

TROPHY HANDOVER



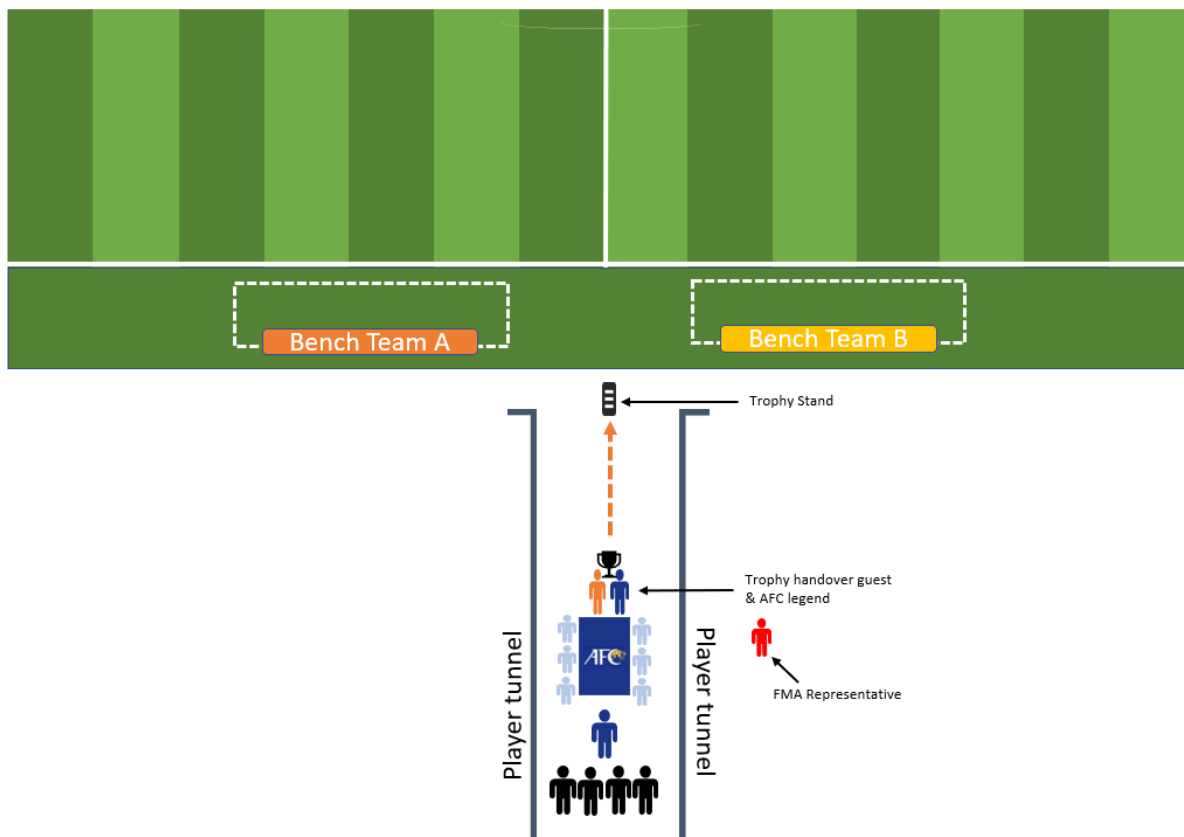
		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner VIP guest accompanies AFC Legend to deliver the trophy together during the Pre-Match Ceremony at the Final Match of the Competition.	N/A	N/A
Partner Participants	One (1) x VIP Guest	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Participant Uniforms	Provided by Activating Partner if required	N/A	N/A
Confirmation of Activation	FMA will advise ahead of the Final Match whether Trophy Handover will be activated and confirm arrangements.	N/A	MD-21 days
Accreditation	Partner to receive 2 x PAR accreditation cards for the VIP guest the Partner Chaperone from FMA (produced by the AFC).	N/A	MD-2
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2
Rehearsal	AFC to instruct and lead the rehearsal, providing guidance to the Partner VIP guest.	N/A	Matchday

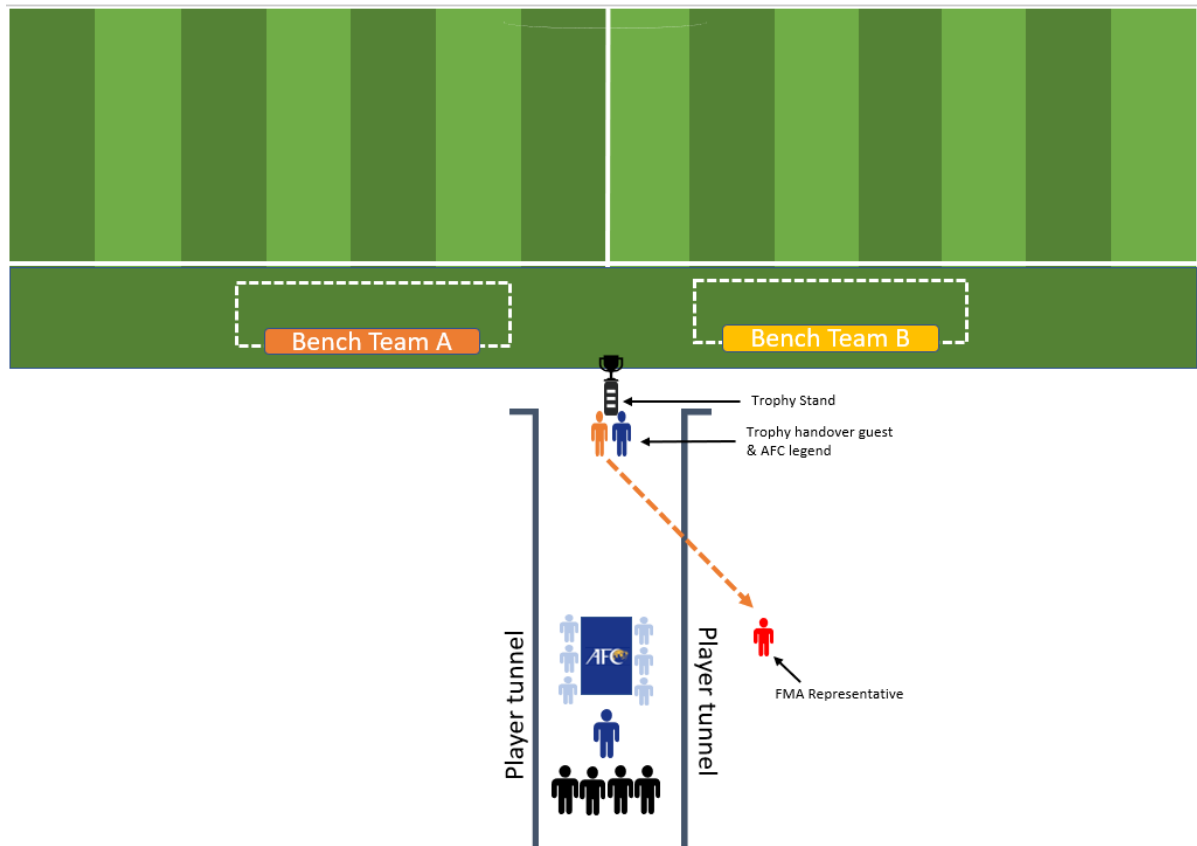
Rundown

	Time from KO	Responsibility
Rehearsals: guest and Partner Chaperone to meet with a FMA Venue Team member to be accompanied to the pitch for rehearsal. Once rehearsal is completed, Partner VIP guest and Chaperone should return to the public areas.	Time TBC by the AFC	Host Organisation, AFC, Activating Partner, FMA
Guest and Partner Chaperone to meet again with a FMA Venue Team member to be accompanied to the holding room.	-45'	Activating Partner, FMA
Briefing conducted by the AFC.	-30'	Activating Partner, FMA
Guest on standby at the Player Tunnel ready for Pre-Match Ceremony to commence.	-20' (once players' warm-up has ended)	Activating Partner, FMA
Guest accompanies AFC Legend to place the trophy onto the trophy stand ahead of any Flag bearers and the Match Officials and Teams.	-9'	AFC Match Commissioner, Host Organisation
Guest escorted back to designated spectator seats by Partner Chaperone.	-7'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Storyboard





TVCS AND PA ANNOUNCEMENTS

Overview

Stadium giant screens and public address (PA) systems will be utilised pre-Match, at Half-time and post-Match by FMA as part of AFC Commercial Partners' rights activations. FMA will provide the Host Organisations with Partner Television Commercials (TVCs) in the agreed format, along with any announcement scripts (when applicable). Any such content provided to the Host Organisation will need to be tested and rehearsed.

TVCs

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
TVC Format Specifications	The Host Organisation to share giant screen system format specifications with FMA.	Site Visit or no later than 35 days prior to the first Match at each Venue	Site Visit
TVC Files and Running Order Transfer	TVCs files and the corresponding running order will be sent to the Host Organisation by FMA, in the format agreed at the Site Visit. In most cases, files will be made available via a downloadable link. File sizes can however vary greatly and may affect the way the TVCs are delivered by FMA.	21 days prior to the first Match at each Venue	MD-21 days
TVC Files Confirmation	The Host Organisation will need to test the supplied material as soon as possible and immediately advise the FMA Commercial Manager if there are any issues with downloading the content, playing the content, the format, or any other problems.	14 days prior to the first Match at each Venue	MD-14 days
Timings	The TVCs will need to be played pre-Match and at Half-time, as agreed with AFC.	Matchday	Matchday

Announcements

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Scripts	Scripts for the purpose of promoting the Partner/s or their campaigns will be provided by FMA at relevant Matches, where applicable. Further details can be found in the individual activation summaries.	21 days prior to the first Match at each venue	MD-21 days

Rehearsals

Item	Host Organisation Actions	Due - Centralised Matches	Due - H&A
Rehearsal and Checks - Giant Screen and PA System	The Host Organisation will provide all relevant technical staff for a giant screen and PA system rehearsal and content check, including a run-through of all Commercial Partner TVCs and announcements. This rehearsal must be conducted with the FMA Commercial Manager. The Host Organisation should confirm timings for this rehearsal with the FMA Commercial Manager during the Commercial Meeting on MD-2, and the rehearsal should ideally take place no later than MD-1.	No later than MD-1	No later than MD-1

VIRTUAL REALITY (VR) FAN ENGAGEMENT

		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner to create an experience zone that features the Partner's own technology, allowing fans to watch content through VR (e.g. allowing fans to select replays in real time).	N/A	N/A
Partner Project Representative	One (1) x Partner Project Representative	N/A	N/A
Number of Staff	Dependent on zone size	N/A	N/A
Activation Time	Commences before gates open and concludes after the Match.	N/A	N/A
Set-Up and Pack-Down	Set-up commences from 09:00 on Matchday and activity will dismantle after the Match as per the Host Organisation permission.	N/A	N/A
Activation Equipment	Provided by Activating Partner .	N/A	N/A
Location	FMA Venue Team to identify the zone location.	Identify available activation locations with FMA.	Site Visit
Access and Logistics	Partners will need vehicle access as close as possible to the display location to unload/load their material prior and after the Match.	The Host Organisation will inform FMA of access routes, access restrictions, access hours, weight restrictions, vehicle permitted for access (e.g. forklifts, 40t trucks) and any information that need to be provided in order to access the area.	Site Visit
Power	Partner might require power to run their activation, which shall be communicated by FMA to the Host Organisation well ahead of the Match.	The Host Organisation shall provide power to AFC Commercial Partners at the activation location. Such power points shall be identified at the Site Visit.	Site Visit
Wi-Fi	Partner might require access to wireless internet to run their activations.	The Host Organisation shall inform FMA about any wireless internet access when existing.	Site Visit
Storage	Partner might require temporary storage (1-2 days prior to the Match as well as Matchday) nearby the activation location.	The Host Organisation shall inform FMA of any temporary storage options around the display area when existing.	Site Visit
Waste Management	Partners might generate waste from their activities. Partners will be instructed that waste shall be under their responsibility and taken away after the Match, leaving the area clean.	The Host Organisation should inform FMA about any existing waste management system that Partners may utilise and if any costs shall be associated with it.	Site Visit
Handover and Damage	In the event that damage is incurred by the Partner's activities, it shall be the responsibility of the Partner to cover repair costs of such damage. Any damage should immediately be notified by the Partner to the FMA Commercial Manager.	The Host Organisation shall inform FMA and the Partner of any existing damage when the area is handed over to the Partner. The Host Organisation will be required to check the activation area for any damage	Matchday or MD+1

		Host Organisation Actions	Due
	Any damage existing prior to the start of work by the Partner should be documented by the Partner (e.g. photo) and immediately reported to the FMA Commercial Manager for reference.	and notify the FMA Commercial Manager and Partner before their departure from the Venue.	
Approval	Partner will be requested to provide detailed plans of their activation in order to get the Host Organisation approval.	The Host Organisation shall inform FMA about the documents that need to be provided for approval.	Site Visit
Confirmation of Activations	FMA will confirm activations with the Host Organisation ahead of each Match.	N/A	MD-21 days
Accreditation	FMA will request accreditation for these activations from the Host Organisation upon confirmation of the activation.	Host Organisation to provide accreditation cards to FMA as per accreditation list. Host Organisation to inform FMA whether vehicle passes needs, if any.	MD-2
Parking	Upon request by FMA	Host Organisation to provide parking passes or parking spaces to FMA to distribute to the activating Partner as required.	MD-2

WARM-UP OBSERVATION



		Host Organisation Actions	Due
Activation Description	AFC Commercial Partner guests will be positioned pitch-side during the players' warm-up and have the opportunity to see players up-close and experience the atmosphere of the Match from pitch-level.	N/A	N/A
Partner Participants	10 x guests	N/A	N/A
Chaperones / Coordinators	One (1) x Partner Chaperone	N/A	N/A
Space Requirements	Pitch-side location for guests to watch players' warm-up.	Identify location and access with AFC and FMA.	Site Visit
Confirmation of Activation	FMA will advise ahead of each Match whether the Pitch-side Tour will be activated and confirm arrangements.	N/A	MD-21 days
Accreditation	Host Organisation to provide FMA with 11 x PAR accreditation cards for the guests and Partner Chaperone.	Host Organisation to provide required accreditation cards to FMA as per accreditation list.	MD-10 days
Parking	Upon request by FMA.	The Host Organisation should use best endeavours to accommodate all parking requests made by FMA.	MD-2

Rundown

	Time from KO	Responsibility
Meet and greet guests enter the Stadium accompanied by Partner Chaperone and a FMA Venue Team member.	-60'	Activating Partner, FMA
Briefing conducted whilst moving to permitted pitch-side location.	-55'	Activating Partner, FMA
Guests stay at permitted location to watch players' warm-up.	-50' to -20'	Activating Partner, FMA
Guests can take a photo opportunity behind the activating Partner's FOP perimeter board.	-20' (only once players have left the pitch)	Activating Partner, FMA
Guests escorted back to their designated spectator seats by Partner Chaperone. Guests' accreditation are given back to the FMA Venue Team member.	-18'	Activating Partner

Please always refer to the AFC Official Countdown and FMA Activity Plan for confirmed timings.

Competition Matches that are usually played Home & Away but are being played in a round-robin format in a centralised location.

FMA central operations centre for commercial Match operations monitoring and escalation during Matchweek.

Headquarters

1

In-Stadia

Refers to activities, people and assets inside multiple Stadiums/Venues.

In-Venue

Used to locate anything that is happening within a Match Venue e.g. in-Venue activations, in-Venue signage etc.

L

LOC

Local Organising Committee for an AFC Centralised Tournament

M

MA

AFC Member Association

Match Ball Stand

The structure on which the Official Match Ball is placed and displayed, usually at the entrance to the pitch as part of the Pre-Match Ceremony.

MD

Matchday

MD-1

The day prior to Matchday

MD-X

Used to indicate a number of days prior to Matchday (MD), represented by X. E.g. MD-1 is the day prior to Matchday, MD-4 is 4 days prior to Matchday etc.

Multilateral

The World Feed; the signal that is sent out to all Rights Holding Broadcast Partners (RHBs).

O

OB

Outside Broadcast

OB Truck/Van/Vehicle

Outside Broadcast Truck/Van/Vehicle. The vehicle which houses all the production equipment, facilities and production crew to create the multilateral world feed match coverage.

On-Ground

Generally used to refer to a person, team or activity that happens or is located at a Match Venue where AFC commercial rights will be delivered.

On-Site

At the Match Venue where AFC commercial rights will be delivered. Used interchangeably with on-Venue.

On-Venue

At the Match Venue where AFC commercial rights will be delivered. Used interchangeably with on-site

P

PA

Public address (system)

Partner

AFC Commercial Partner

Physical Tickets

Physical Match tickets printed on traditional ticket stock. Not E-tickets.

Players' Entrance Arch

A temporary archway that is placed on the pitch, or between the tunnel exit and the pitch, that players walk through as part of the Pre-Match Ceremony.

Premium

Items of perceived value given away to spectators by an AFC Commercial Rights Partner at a match or other event, usually branded with the Partner logo for the purpose of promoting their brand or product.

R

Radio Fleetmap

Radio users are assigned to one or multiple radio channels in an overall radio fleet map (usually an excel spreadsheet). This is used to easily see the overall radio communication streams and identify who may change from their primary channel to other channels. Those organising the radios would use this document to programme and distribute radios correctly, so each user is assigned the correct radio unit and has the correct channel access.

RHB

Rights holding Broadcaster

RTV

Rights holding Broadcaster

S

SAD

Supplementary Access Device. A device used with an accreditation card to upgrade access around a Venue.

Season Accreditation Card

This is the accreditation card (AD) issued by AFC for H&A matches only. The Accreditation Card is valid for the entire period in which access to the venues are controlled by the AFC/LOC/Club. There are no Venue restrictions unless otherwise stated.

Site Survey

Ad-hoc Venue visits conducted by FMA to inspect Venues that have not previously hosted an AFC Match and require an additional early visit, or where specific issues may have been identified.

Site Visit

Official visit to Match venues conducted by the FMA Venue Team and attended by the Host Organisation, the Host Venue, FMA suppliers, and AFC Official Partners for the purpose of familiarisation and operational planning.

Stadium Bowl

The areas within the Stadium between the concourse at the back of the last row of seating in the stands, all the way through to the centre of the pitch. Includes the inner roof, giant screens, clocks, grandstand fascia etc.

SV

Site Visit

T

TVC

Television commercial

U

Unilateral Broadcaster

An individual rights holding Broadcaster with on-site cameras, bookings, broadcast requirements etc. to deliver their own domestic Match feed / coverage.

An upright, standalone piece of signage, approximately 0.9m (w) x 2m (h), placed at the entrance to a hospitality or other VVIP/VIP area, which includes the Competition/Tournament and Commercial Partner logos.



ASIAN FOOTBALL CONFEDERATION

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